



Al-Balqa Applied University

Curriculum for the Bachelor Degree in Marketing (2023-2027) (132 Credit Hours)

Course No.	Requirements	Credit Hours (Cr.H)
1	University Requirements	24
	• Compulsory	18
	• Elective	6
2	Faculty Requirements	21
3	Specialization Requirements	75
	• Compulsory	66
	• Elective	9
4	Supportive Specialization Requirements	12
Total		132

First: University Requirements (24 Cr. H.)

A: Compulsory Requirements (18 Cr. H.):

Course No.	Course Title	Hours	Prerequisite
AAL101	Applied Arabic Language	3	Arabic Language Level Exam Or Arabic 99
AEL101	Applied English Language (1)	3	Applied English Language 99 Or First Level English Exam
AEL102	Applied English Language (2)	3	Applied English Language (1)
NE101	National Education and University Behavior	3	-
CS101	Computer Skills and E – Learning	1	Computer Skills Test Or Followed Computer Skills
35001101	Military Science	3	Passing 90 Cr. H.
IEC101	Innovation, Entrepreneurship, and Creativity	2	-

B: Elective Requirements: (6 Cr.H.)

The student is allowed to select (6 Cr.H.) from the university elective courses offered by faculties other than the faculty of Business.

Course No.	Course Title	Cr. H.
36001101	Communication Skills	3
36002102	Educational Psychology	3
36003103	Jordanian Society	3
36004104	Sports and Health	3
36005105	Islamic Culture	3
36007107	Agriculture in Jordan	3
36009111	Economical Concepts*	3
36009110	Concepts and Skills of Contemporary Management	3
36008108	Environment and Society	3
36012109	The Orthodox Caliphs History	3
36009109	Islam and Life	3
36009114	Jerusalem (The Palestinian Case)	3
36009112	Law, Media and Society	3
36009115	Digital Society	3

*For Non-Business Students

Second: Faculty Requirements: (21 Cr. H.)

Course No.	Course Title	Cr. H.	Weekly Hours		Prerequisite
			Lecture	Lab.	
MIS131	Computer Applications in Managerial and Financial Sciences	3	2	2	CS101
FIN112	Principles of Financial Management	3	3	-	
ECO111	Principles of Microeconomics	3	3	-	
PPM131	Principles of Planning and Project Management	3	3	-	
BUA111	Principles of Management	3	3	-	
MKT111	Principles of Marketing	3	3	-	
ACC111	Principles of Accounting (1)	3	3	-	

Third: Specialization Requirements (75 Credit Hours)**a) Specialization Compulsory Requirements (66 Credit Hours):**

Course Number	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	Lab	
MKT122	Marketing Management	3	3	-	MKT111+ BUA111
MKT213	Integrated Marketing Communications	3	3	-	MKT111
MKT214	Innovation and Products Development	3	3	-	MKT111
MKT216	Distribution Channels	3	3	-	MKT111
MKT218	Pricing Policies	3	3	-	MKT111+ ECO111
MKT217	Services Marketing	3	3	-	MKT111
MKT215	Consumer Behavior	3	3	-	MKT111
MKT244	Tourism and Hospitality Marketing	3	3	-	MKT111
MKT317	Sales Management and Negotiation	3	3	-	MKT111
MKT328	Marketing Research	3	3	-	MKT111
MKT335	E-marketing	3	3	-	MKT111
MKT322	Brand Strategy	3	3	-	MKT111
MKT348	Social Marketing	3	3	-	MKT111
MKT346	Business Marketing	3	3	-	MKT122
MKT345	Entrepreneurship in Marketing	3	3	-	MKT122
MKT347	Marketing of Financial Services	3	3	-	MKT111
MKT427	Marketing Strategy	3	3	-	MKT218
MKT425	International Marketing	3	3	-	MKT122
MKT429	Practical Applications in Marketing	3	2	2	MKT328
MKT438	Customer Relationship management	3	3	-	MKT213
MKT436	Contemporary Marketing Issues	3	3	-	MKT122 &
MKT442	Field Training for marketing students	3	-	-	Passing 90 Cr. H.

B) Elective Specialization Requirements (9) credit hours to be selected from the following list):

Course Number	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	Lab	
MKT338	Social Media Marketing	3	3	-	MKT335
MKT433	Advanced Digital Marketing	3	3	-	MKT335
BUA318	International Management in English	3	3	-	BUA111
MKT341	Marketing Analysis	3	3		MKT328
MKT444	Applications of Artificial Intelligence in Marketing	3	3	-	MKT335
BUA315	Human Resource Management	3	3	-	BUA111
ECO438	Economic Feasibility Studies and Projects Evaluation.	3	3	-	FIN112
MIS251	Electronic Business	3	3	-	-

Fourth: Supportive Specialization Requirements (12 credit hours)

Course Number	Course Title	Cr.H.	Weekly Hours		Prerequisite
			Lecture	Lab	
ECO131	Mathematics for Business	3	3	-	-
ECO132	Statistics for Business	3	3	-	-
BUA235	Total Quality Management	3	3	-	BUA111
ECO121	Principles of Macroeconomics	3	3	-	ECO111