



### Guidance Plan for the Bachelor Degree in Marketing (2023-2027)

First Year					
First semester			Second Semester		
Course No.	Course title	Cr.H	Course No.	Course title	Cr.H
ALL101	Applied Arabic Language 1	3	AEL102	Applied English Language (2)	3
AEL101	Applied English Language 1	3	MKT322	Brand Strategy	3
MKT111	Principles of Marketing	3	ACC111	Principles of Accounting 1	3
IEC101	Innovating, entrepreneurship and creativity	2	MKT122	Marketing Management	3
BUA111	Principles of Management	3	ECO111	Principles of	3
CS101	Computer Skills and E-Learning	1			
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>15</b>

Second Year					
First semester			Second Semester		
Course No.	Course title	Cr.H	Course No.	Course title	Cr.H
ECO121	Principles of Macroeconomics	3	MIS131	Computer applications in administrative and financial sciences	3
MKT215	Consumer Behavior	3	ECO131	Mathematics for Business	3
MKT217	Services Marketing	3	MKT214	Innovation and Products Development	3
ECO132	Statistics for Business	3	MKT218	Pricing Policies	3
PPM131	Principles of Planning and Project Management	3	MKT216	Distribution Channels	3
MKT213	Integrated Marketing Communications	3	MKT244	Tourism and Hospitality Marketing	3
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>18</b>

Third Year					
First semester			Second Semester		
Course No.	Course title	Cr.H	Course No.	Course title	Cr.H
-	Elective University Requirements	3	MKT346	Business Marketing	3
BUA235	Total Quality Management	3	-	Elective Specialization Requirement	3
MKT335	E-marketing	3	NE101	National Education and University Behavior	3
MKT345	Entrepreneurship in Marketing	3	FIN112	Principles of Financial Management	3
MKT347	Marketing of Financial Services	3	MKT328	Marketing Research	3
MKT317	Sales Management and Negotiation	3	MKT348	Social Marketing	3
<b>Total</b>		<b>18</b>	<b>Total</b>		<b>18</b>

Fourth Year					
First semester			Second Semester		
Course No.	Course title	Cr.H	Course No.	Course title	Cr.H
MKT429	Practical Applications in Marketing	3	MKT442	Field Training for Marketing students	3
MKT427	Marketing Strategy	3	-	Elective Specialization Requirement	3
-	Elective Specialization Requirement	3	MKT438	Customer Relationship Management	3
MKT425	International Marketing	3	-	Elective University Requirements	3
35001101	Military Sciences	3	MKT436	Contemporary marketing Issues	3
<b>Total</b>		<b>15</b>	<b>Total</b>		<b>15</b>