



Marketing and International Business

Y	Course Code	Course Title	Pre-requisites	Credit Hours	Course Code	Course Title	Pre-requisites	Credit Hours
FIRST YEAR	First Level				Second Level			
	MATH 100	Mathematics I		3	STAT 101	General Statistics	MATH 100	3
	ARAB 101	Arabic I		3	ARAB 102	Arabic II	ARAB 101	3
	ENG 101	English I		3	ENG 102	English II	ENG 101	3
	ISLS 101	Islamic Studies I		3	ISLS 102	Islamic Studies II	ISLS 101	3
	MIS 151	Fundamentals of Information Technology		3	MAN 121	Fundamentals of Management	ENG 101	3
	GEE XXX	General Education Elective		3				
	Total Credit Hours				Total Credit Hours			
18				15				
SECOND YEAR	Third Level				Fourth Level			
	MAN 221	Human Resource Management	MAN 121	3	ECO 222	Macro Economics	ECO 221	3
	ECO 221	Micro Economics	STAT 101 MAN 121	3	MAN 222	Operations Management	MAN 121 BUS 222	3
	BUS 222	Quantitative Analysis for Business	STAT 101	3				
	MKT 231	Introduction to Marketing		3	MAN 223	Organizational Behavior	MAN 221	3
	ACC 241	Introduction to Financial Accounting	MATH 100	3	BUS 223	Research Methodology		3
	GEE XXX	General Education Elective		3	MKT 232	Sales Management	MKT 231	3
	Total Credit Hours				Total Credit Hours			
18				15				
THIRD YEAR	Fifth Level				Sixth Level			
	ENG 103	Public Speaking	ENG 101	3	MKT 233	Services Marketing	MKT 231	3
	MKT 332	Consumer Behavior	MKT 231	3	FIN 240	Financial Management	ACC 241	3
	MKT 333	Public Relations	MKT 231	3	BUS 322	Business Law		3
	MKT 336	Supply Chain Management	MAN 222 MKT 231	3	MKT 335	Marketing Research	STA 101 MKT 231 BUS 223	3
	MKT XXX	Major Elective		3	MKT 337	Advertising and Promotion	MKT 231	3
	Total Credit Hours				Total Credit Hours			
	15				15			
	Summer							
	MKT 430	Co-op Project	MKT 332 MKT 333 MKT 335 MKT 337	6				
FOURTH YEAR	Seventh Level				Eighth Level			
	BUS 323	International Business Principles	MAN 222 MKT 231 BUS 322	3	BUS 425	Entrepreneurship	MKT 231	3
	MAN 324	Strategic Management	MAN 121	3	MKT 436	International Marketing	MKT 231 BUS 323	3
	MKT 434	Product Development and Brand Management	MKT 332	3	MKT 438	Digital Marketing	MIS 151 MKT 337	3
	MKT XXX	Major Elective		3	MKT 439	Integrated Marketing Communication	MKT 430	3
	MKT XXX	Major Elective		3	MKT XXX	Major Elective		3
	Total Credit Hours				Total Credit Hours			
	15				15			

Major Electives

Course Code	Course Title	Credit Hours
MAN 322	Cross-Cultural Management	3
MKT 331	Retail Management	3
MKT 339	Industrial Marketing	3
MKT 432	Customer Relationship Management	3
BUS 121	Introduction to Business	3
BUS 324	Ethical Issues in Business	3
BUS 424	International Trade Policies	3
C-MKT 501	Mobile Marketing Technology	3
C-MKT 502	E-Commerce	3
C-MKT 503	Social Network Analysis	3
C-MKT 504	Web Design I	3
C-MKT 505	International Retailing	3
C-MKT 506	Project Management	3
C-MKT 507	Retail Buying and Merchandising	3
C-MKT 508	International Supply Chain Management	3

General Education Electives (Free Electives)

Course Code	Course Title	Credit Hours
PSY 101	Introduction to Psychology	3
SCO 101	Introduction to Sociology	3
EI 101	Emotional Intelligence	3
ENG 204	Critical Thinking	3
ETH 101	Social Ethics	3
HPY 101	Health and Physical Education	3
HPY 102	Public Health	3
GD 286	Photography I	3
NPS 101	Negotiation and Problem Solving	3
BUS 101	Essentials of Business	3
SPD 101	Soft Skills and Personality Development	3
GED 100	Introduction of Design Software	3
MIS 255	Data Communication and Networking	3
MIS 355	E_Business	3
LAW -101	Principles of Law	3
TEM -121	Introduction to Tourism and Hospitality	3
IE 201	Introduction to Engineering Design I	3
ID 274	Design Theories	3
ID 275	Art and Architecture History I	3
GD 088	Islamic Art	3
GFID 106	Digital Communications	3
CSIT 101	Digital Citizenship	3
CSIT 102	Foundations of Computers and Technology Information	3

Total Credit Hours:	132
General Requirements:	24
Major Requirements:	90
Major Electives Requirements:	12
General Education Electives Requirements:	6