

Philadelphia University
Faculty of Administrative and Financial Sciences
Advisory Plan for Marketing (2011)
الخطة الإسترشادية لتخصص التسويق (خطة 2011)

		Second Semester				First Semester		
Cr ed- its	Pre- requisite	اسم المساق	Module Number	Cr edi- its	Module Require- ment	Module Name	Module Number	Year
		Second Semester				First Semester		
3	0310110	Accounting (2)	0310111	3	0113099	Arabic Language Skills (1)	0110101	Year 1
3	0130101	English Language Skills	0130102	3	0130099	English Language Skills (1)	0130101	
3	-----	Principles of Micro Economics	0320150	3	-----	Principles of Accounting (1)	0310110	
3	-----	Introduction to Management	0330110	3	-----	Principles of Marketing	0350110	
3	0350160	Sales Management	0350211	3	-----	Mathmatics	0250105	
15		Total of Credits		12		Total of Credits		
		Second Semester				First Semester		
3	-----	National Education	0111101	3	-----	Free Requirement	-----	Year 2
3	0320206	Research Methods and Statistics	0320207	3	-----	Millitary Science	0111100	
3	0330101	Health Marketing	0350240	3	-----	E-Marketing	0350220	
3	0371220	Hotel and Tourism Maketing	0350245	3	-----	Research Methods and Statistics	0320206	
3	0320101	Consumer Behaviour	0350313	3	-----	Financial Management	0320211	
3	-----	Mandatory Requirement	-----	3	-----	Information System	0371248	
18		Total of Credits		18		Total of Credits		
		Second Semester				First Semester		
3	-----	Free Requirement	-----	3	-----	Free Requirement	-----	Year 3
3	0350110	Customer Relationship Management	0350332	3	-----	Principles of Macro Economics	0320151	
3	-----	Supprting Requirement	-----	3	0350110	Marketing Communication	0350313	
3	0350110	Services Marketing	0350341	3	0350110	Marketing Management	0350320	
3	0350110	Industrial Marketing	0350342	3	-----	Free Requirement	-----	
3	0310110	Distribution Chain Marketing	350321	3	0330110	Logistics	0330224	
18		Total of Credits		18		Total of Credits		
		الفصل الثاني				First Semester		
3	-----	Free Requirement	-----	3	-----	Supprting Requirement	-----	Year 4
3	-----	Supporting Requirement	-----	3	-----	Bank Marketing	0350343	
3	-----	Labour Law and Morality	0410322	3	-----	Bank Marketing	0350421	
3	Departm ent Approval	Free Department Requirement	-----	3	موافقة القسم	Free Department Requirement	-----	
3	-----	International Marketing	0350423	3	-----	Conferences and Exhibit Management	0381222	
15		Total of Credits		15		Total of Credits		

The total is 132 accredited hours

Note: The student has the liberty to choose 12 accredited hours from the free supporting requirements.