

**Philadelphia University**  
**Faculty of Administrative and Financial Sciences**  
**Advisory Plan for Marketing (2014)**  
**الخطة الاسترشادية لتخصص التسويق (خطة 2014)**

		Second Semester			First Semester			
Cr ed- its	Pre- requisite	اسم المساق	Module Number	Cr edi- its	Module Require- ment	Module Name	Module Number	Year
		<b>Second Semester</b>			<b>First Semester</b>			
3	0330110	Accounting (2)	0310111	3	0113099	Arabic Language Skills (1)	0110101	<b>Year 1</b>
3	0130101	English Language Skills	0130102	3	0130099	English Language Skills (1)	0130101	
3	-----	Principles of Micro Economics	0320150	3	-----	Principles of Accounting (1)	0350110	
3	-----	Introduction to Management	0330110	3	-----	Principles of Marketing	0350110	
3	0350160	Sales Management	0350211	3	-----	Business Mathematics	0250105	
15		Total of Credits		15		Total of Credits		
		<b>Second Semester</b>			<b>First Semester</b>			
3	-----	National Education	0111101	3	-----	Free Requirement	-----	<b>Year 2</b>
3	0320206	Research methodology & statistic	0320108	3	-----	Millitary Science	0111100	
3	0330101	Health Marketing	0350240	3	-----	E-Marketing	0350220	
3	0371220	Hotel and Tourism Maketing	0350245	3	-----	Administrative Statistics	0320208	
3	0320101	Consumer Behaviour	0350313	3	-----	Financial Management	0320211	
3	-----	Mandatory Requirement	-----	3	-----	Management Information Systems	0371248	
18		Total of Credits		18		Total of Credits		
		<b>Second Semester</b>			<b>First Semester</b>			
3	-----	Free Requirement	-----	3	-----	Free Requirement	-----	<b>Year 3</b>
3	0350110	Customer Relationship Management	0350332	3	-----	Principles of Macro Economics	0320151	
3	-----	Supporting 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	0350110	Supply Chain Management	350321	3	0330110	Operation Management	0330224	
18		Total of Credits		18		Total of Credits		
		<b>الفصل الثاني</b>			<b>First Semester</b>			
3	-----	Free Requirement	-----	3	-----	Supporting Requirement	-----	<b>Year 4</b>
3	-----	Supporting Requirement	-----	3	-----	Bank Marketing	0350343	
3	-----	Labour Law and Morality	0410322	3	-----	Marketing Strategies	0350421	
3	-----	Contemporary Issues in Marketing	0350433	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.