

PHILADELPHIA UNIVERSITY

Faculty of Administrative and Financial Sciences

Department of Business Administration



Study Plan for B.A in Marketing

2014 (132) Credit Hours

First: University Requirements (27 Credit Hours)

A. First Field: University Compulsory (12 Credit Hours)

Course No.	Course Title	Cr.	Pre-req.
0110101	Arabic Language Skills (1)	3	-----
0111100	Military Science	3	-----
9111101	National Education	3	-----
0130101	English Language Skills (1)	3	-----

B. Second Field: University Electives (15 Credit Hours) Students should study ONE/TWO Course(s) from the followin^g Fields:

1. Humanities (3 – 6 Credit Hours)			
Course No.	Course Title	Cr.	Pre-req.
0110102	Arabic Language Skills (2)	3	0110101
0130103	English Language Skills(3)	3	0130102
0140101	French Language Skills(1)	3	-
0140104	Italian Language Skills(1)	3	-
0140105	Italian Language Skills(2)	3	0140104
0140106	Hebrew Language Skills(1))	3	-
0140109	Chines Language Skills (1)	3	-
0140110	Chines Language Skills (2)	3	0140110
2.	Social and Economic Sciences (3 – 6) Credit	Hours) 3	-
0111111	Introduction to Sociology	3	-
0111112	Introduction to Psychology	3	-
0111133	Human Thought and Culture (1)	3	-
0111142	Communication and Society	3	-
0115255	Culture of Development	3	-
0420140	Human Rights	3	-
0420143	Legal Culture	3	-
3. Science / Information Technology / Agriculture / Health (3-6) Credit			
0371111	Project Management Skills	3	-
0731101	Social Network Skills	3	-
0761111	Computer Skills	3	-
0910101	Human Environment Health	3	-
0910105	Principles of Nursing and First Aid	3	-

* A1 students should set for Placement Examination in Arabic, English and Computer Skills. . Those who fail these exams (less than 50%) should study (099) courses.

Second: Faculty Requirements (24 Credit Hours)

A. Faculty Compulsory (24Credit Hours)

Course No.	Course Title	Cr.	Pre-req
0130102	English Language Skills (2)	3	0130101
0250105	Business Calculus	3	-
0310110	Principles of Accounting/1	3	-
0320108	Research methods & Statistics	3	-
0320150	Principles of Microeconomics	3	-
0320211	Financial Management	3	0310110
0330110	Introduction to Management	3	-
0350110	Principles of Marketing	3	-

Third: Department Requirements (81 Credit Hours)

A. Department Compulsory (51 Credit Hours)

Course No.	- Course Title	Cr.	Pre-req I
0350211	Sales Management	3	0350110
0350220	E-Marketing	3	0350110
0350240	Health Marketing	3	0350110
0350245	Hotel and Tourism Marketing	3	0350110
0350312	Consumer Behaviour	3	0350110
0350313	Marketing Communications	3	0350110
0350320	Marketing Management	3	0350110
0350321	Distribution Channel Management	3	0350110
0350332	Customer Relations Management	3	0350110
0350341	Services Marketing	3	0350110
0350342	Industrial Marketing	3	0350110
0350343	Bank Marketing	3	0350110
0350371	Pricing Policies	3	0350110
0350421	Marketing Strategies	3	0350110
0350423	Global Marketing	3	0350110
0350433	Current Marketing Issues	3	0350110
0350452	Research Project	3	4th level
0350454	Practical Training	0	4th level

B. Support mandatory requirements (21 Credit Hours)

Course No.	Course Title	Cr.	Pre-req-
0310111	Principles of Accounting(2)	3	0310110
0310332	Managerial Accounting	3	0310233
0320208	Administrative statistics	3	0320108
0330224	Production & Operations Management	3	0330110
0371248	Management Information Systems	3	-
0381222	Exhibition and Conference Management	3	-
0410322	Business Law and Ethics	3	-

C. The Optional requirement Support (9 Credit Hours) Chosen

From the following groups:

Course No.	Course Title	Cr.	Pre-req.
0320151	Principles of Macroeconomics	3	--
0330317	Human Resource Management	3	0330110
0330325	Total Quality Management	3	0330110
0380111	Health Care Organization Management	3	--
0380246	Supply and Inventory Management	3	--
0381231	Sustainable Tourism	3	--