

**Philadelphia University**  
**Faculty of Business**  
**Guidance Plan for Marketing (Plan 2018)**

		First semester			Second semester			
Year	Course Nr	Course title	Pre-req	Credit hours	Course Nr	Course title	Pre-req	Credit hours
<b>First Year</b>	0350110	Principles of Marketing	-	3	0310110	Principles of Accounting (1)	--	3
	0130101	English Language Skills (1)	-	3	0350211	Sales Management	0350110	3
	0110101	Arabic Language Skills (1)	-	3	0130102	English Language Skills (2)	0130101	3
	0330110	Introduction to Management	-	3	0250105	Business Calculus	-	3
	-----	University elective course	-	3	0320150	Principles of Microeconomics	-	3
		<b>Total of credit hours</b>		<b>15</b>	<b>Total of credit hours</b>			<b>15</b>
		<b>First semester</b>			<b>Second semester</b>			
<b>Second year</b>	0310111	Principles of Accounting(2)	0310110	3	0350241	Green Marketing	-	3
	0350222	Branding strategy	-	3	0330250	Administrative communication skills	0330110	3
	0380122	Administrative Statistics	-	3	0350220	E-Marketing	0350110	3
	0350231	Marketing through social networks	-	3	0350245	Hotel and Tourism Marketing	0350110	3
	0111100	Military Science	-	3	0381208	Scientific research methods	0380122	3
	0371248	Management Information Systems	-	3	0320211	Financial Management	---	3
		<b>Total of credit hours</b>		<b>18</b>	<b>Total of credit hours</b>			<b>18</b>
		<b>First semester</b>			<b>Second semester</b>			
<b>Third year</b>	0350313	Marketing Communications	-	3	0350312	Consumer Behavior	0350110	3
	0350314	Marketing Services	0350110	3	0350322	Supply chain management and logistics	0350110	3
	0350345	Financial and Services Marketing	0350211	3	0350327	Business ethics and social responsibility	-	3
	0350320	Marketing Management	0350211	3	9111101	National Education	---	3
	-	elective course	-	3	0330223	Production & Operations Management	0330110	3
	0381222	Exhibition and Conference Management	-	3	-	elective course	-	3
		<b>Total of credit hours</b>		<b>18</b>	<b>Total of credit hours</b>			<b>18</b>
		<b>First semester</b>			<b>Second semester</b>			
<b>Fourth year</b>	0350315	Public relations Marketing	0350313	3	0350443	Entrepreneurship in Marketing	0350421	3
	0350332	Customer Relations Management	0350313	3	0350423	International Marketing	0350211	3
	0350344	Business Marketing	0330223	3	-	University elective course	-	3
	0350421	Marketing Strategies	0350320	3	0350434	Current Marketing Issues	0350241	3
	0381465	University elective course	-	3	-	-	-	3
	.....	Student Community Service	-	0		University elective course		
		<b>Total of credit hours</b>		<b>15</b>	<b>Total of credit hours</b>			<b>15</b>

**Total 132 credit hours**