

PHILADELPHIA UNIVERSITY

Faculty of Business



**Study Plan – Bachelor Degree
Marketing 2018**

Credit Hours 132

First: University Requirements (27 Credit Hours)

A. First Field: Compulsory Modules (15 Credit Hours)

Course No.	Course Title	Cr.	Pre-req.
0110101	Arabic Language Skills (1) *	3	0114099
0111100	Military Science	3	-----
0111101	National Education	3	-----
0130101	English Language Skills (1) *	3	0130099
0130102	English Language Skills (2)	3	0130101
0111000	Student Community Service	0	-

Second Field: Elective Modules (12 Credit Hours):

Course No.	Course Title	Cr.	Pre-req.
0111112	Introduction to Psychology	3	-
0111133	Human Thought and Culture	3	-
0140111	Language Skills (1)	3	-
0140112	Language Skills (2)	3	-
0240152	Environmental Culture	3	-
0330111	Introduction in Project Management	3	-
0420140	Human Rights	3	-
0420143	Legal Culture	3	-
0610230	Entrepreneurship and Creativity	3	-
0731102	Social Network Skills	3	-
0780101	Communication and Connection skills	3	-
0910102	Health culture	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 Modules (24 Credit Hours)

Course No.	Course Title	Cr.	Prerequisite
0250105	Business Calculus	3	-
0311110	Principles of Accounting (1)	3	-
0320150	Principles of Microeconomics	3	-
0330110	Introduction to Management	3	-
0371248	Management Information	3	-
0350110	Principles of Marketing	3	-
0380122	Administrative Statistics	3	-
381208	Scientific research methods	3	0380122

Third: Department Requirements (81 Credit Hours)

A. Compulsory Modules (75 Credit Hours)

Course No.	Course Title	Cr.	Prerequisite
0311111	Principles of Accounting (2)	3	0311110
0320211	Financial Management	3	-
0330223	Production & Operations Management	3	0330110
0330250	Administrative communication skills	3	0330110
0350327	Business ethics and social responsibility	3	-
0350211	Sales Management	3	0350110
02350222	Branding strategy	3	-
0350220	E-Marketing	3	0350110
0350231	Marketing through social networks	3	-
0350241	Green Marketing	3	-
0350245	Hotel and Tourism Marketing	3	0350110
0350312	Consumer Behaviour	3	0350110
0350313	Marketing Communications	3	-
0350314	Marketing Services	3	0350110
0350315	Public relations Marketing	3	0350313
0350320	Marketing Management	3	0350211
0350322	Supply chain management and logistics	3	0350110
0350332	Customer Relations Management		0350313
0350344	Business Marketing	3	0350223
0350343	Financial and Services Marketing	3	0350110
0350421	Marketing Strategies	3	0350320
0350423	International Marketing	3	0350211
0350433	Contemporary Marketing Issues	3	0350211
0350443	Entrepreneurship in Marketing	3	0350421
0381222	Exhibition and Conference Management	3	-

B. Electives requirements (6 Credit Hours)

Course No.	Course Title	Cr.	Pre-requisite
0320415	Feasibility studies and project evaluation	3	0320150
0330325	Total Quality Management	3	0330110
0381141	Principles of Hotel & Tourism Management	3	-
0410242	Commercial legislation	3	-