

**ISRA UNIVERSITY/FACULTY OF BUSINESS
DEPARTMENT OF MARKETING
BACHEROL DEGREE COURSE DESCRIPTION
2019/2020**

First Year

First Semester				Second Semester			
Course No.	Course Title	Credit Hrs.	Pre. Course	Course No.	Course Title	Credit Hrs.	Pre. Course
01101111	Arabic Language	3	0101099	02021136	Principals of Statistics	3	–
01101112	English Language	3	0102099	02041221	Marketing Management	3	11020411
02011111	Principles of Accounting (1)	3	–	02031113	Principles of Micro Economics	3	–
02021111	Principles of business administration (1)	3	–		Elective University Course	3	–
02041111	Principles of Marketing	3	–	02031211	Financial Management Principles	3	–
02051111	Management Information Systems	3	–	01101102	National Education	3	–
	18				18		

Second year

First Semester				Second Semester			
Course No.	Course Title	Credit Hrs.	Pre. Course	Course No.	Course Title	Credit Hrs.	Pre. Course
02042131	Marketing studies in English	3	–	02042213	Distribution management	3	11020411
10204214	Marketing financial services	3	–	02042214	Sales Administration	3	11020411
20204211	Pricing management	3	–	02042215	consumer's behaviour	3	02041221
20204214	Pharmaceutical and medical marketing	3	–	02042216	Marketing Services	3	02041221
20020312	Macroeconomic principles	3	203104	02042243	Business Marketing	3	02041221
–	Optional university course	3	–	–	Optional course section	3	–
	18				18		

Third Year

First Semester				Second Semester			
Course No.	Course Title	Credit Hrs.	Pre. Course	Course No.	Course Title	Credit Hrs.	Pre. Course
02043117	Creativity and product development	3	02041221	02043246	Social Marketing	3	02043122
02043144	Tourism and hospitality marketing	3	02042216	02043218	IMC Integrated Marketing Communications	3	02041221
02043122	Marketing strategies	3	02041221		University requirement is optional	3	–
02043145	Leadership in Marketing	3	02043122	01101101	Military science	3	–
–	University Elective Course	3	–		Department Requirement	3	–
–	Elective Department Course	3	–		Department Requirement		
	18				15		

Fourth year

First Semester				Second Semester			
Course No.	Course Title	Credit Hrs.	Pre. Course	Course No.	Course Title	Credit Hrs.	Pre. Course
02044123	Material management	3	02042213	02044233	Contemporary marketing issues	3	02043122
02044124	Marketing information systems	3	02041111	02044234	Customer Relationship Management CRM	3	02042214
02044125	marketing research	3	02044124		Department Requirement	3	202103
02044132	E-Marketing	3	02042243	02044251	Graduation Project	3	Finish 90 credit hours
02044126	International Marketing in English	3	02042131				
	15				12		