

**CBA Program course plan Guide: Marketing**

The following is the course plan that should be followed for the above program. Please check the required course that you intend on taking for the stated semester and arrange to discuss with your academic advisor when having questions about registering for course in different order.

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| Fifth semester |  | Sixth semester |
|  103 ARAB Expository Writing |  |  302 BUS International Business (PR/101BUS) |
|  121 BUS Organizational Behavior (PR/101BUS) |  |  302 MKT Marketing Research (PR/201MKT-107QUA) |
|  207 QUA Bus Statistics (PR/101BUS) |  |  330 BUS Managerial Skills (PR/101BUS) |
|  210 BUS Legal Environment of Business (PR/101BUS) |  |  371 BUS Operations Management (PR/101BUS) |
|  301 MKT Consumer Behavior (PR/201MKT) |  |  Elective………………………………………………………………… |
|  Elective………………………………………………………………… |  |  Elective………………………………………………………………… |
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| Seventh semester |  | Eighth semester |
|  214 BUS Ethics & Social Resp. PR/101BUS-200FIN-201MKT |  |  403 MKT Electronic Marketing (PR/201MKT) |
|  401 MKT Marketing Communications (PR/201MKT)  |  |  410 MKT Strategic Marketing (PR/107QUA) |
|  402 MKT Distrib. Man. & Market. Ins. (PR/201MIS-201MKT) |  |  411 BUS Strategic Man. (PR/101BUS-200FIN-201MKT) |
|  Elective………………………………………………………………… |  |  Elective………………………………………………………………… |
|  Elective………………………………………………………………… |  |  Elective………………………………………………………………… |

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| **Electives** | Islamic Studies (8) | Electives from MKT Dept. (6) | Electives from other Dept. (9) |
| 100 IC Studies in Prophet Biography | 303 MKT Salesmanship &Sales Management (PR/201MKT) | 103 BUS Entrepreneurship (PR/101BUS)  |
| 101 IC Principles of Islamic Culture | 304 MKT International Marketing (PR/201MKT) | 104 PSY Introduction To Psychology |
| 102 IC Family in Islam | 452 MKT Service Marketing (PR/201MKT) | 132 PSY Social Psychology |
| 103 IC Economic System in Islam | 454 MKT Industrial Marketing (PR/201MKT) | 205 MC Speech Communication  |
| 104 IC Islamic Political System | 455 MKT Products Management (PR/201MKT) | 211 ECON Money & Banking (PR/102ECON) |
| 105 IC Human Rights |  | 214 MIS Introduction to Databases (PR/201MIS) |
| 106 IC Medical Jurisprudence |  | 220 FIN Investment Essentials (PR/200FIN) |
| 107 IC Professional Ethics |  | 307 QUA Business Forecasting (PR/207QUA) |
| 108 IC Current Issues |  | 327 ECON Knowledge Economics (PR/102ECON) |
| 109 IC Development Role of Women |  | 351 FIN Real Estate Finance & Investment (PR/220FIN) |
|  |  |  | 412 ECON Feasibility & Project Evaluation (PR/102ECON) |
| Proposed Schedule for Academic Year/Semester:………………………… |  |
|  |  | Student Name:…….………………….…………………… |
|  |  | Student ID:………………………………………………….. |
|  |  | Academic Advisor:………………………………………. |
|  |  | Signature:……………………………………………………. |