

Al-Isra University
Faculty of administration and finance sciences
Marketing specialization
Newly admitted students for academic
Year (2018//2019)
Credited hours132

Fourth : Department Requirements :84 Cr. Hrs. to include:

A- Required courses (72) hours as follows:

First :Remedial Courses: (9) credit Hrs: Is not within hours of the study plan , Provides the student exam And relieved them in the event of success

Course No.	Course Title	Credit Hours	Course Prerequisites
0101099	Remedial Arabic	3	-
0102099	Remedial English	3	-
0605099	Remedial Computer	3	-

Second: University Requirements:

24 Cr. Hrs. Distributed as Follows

A. Required courses (12) credit Hrs:

Course No.	Course Title	Credit Hrs	Course Prerequisites
101100	Military Science	3	Jordanian only
101115	Arabic Language	3	-
102105	English Language	3	-
110820	National Education	3	Jordanian only

B. Elective courses (12) credit hours : Each student choose one **Elective courses (6) credit hrs. to choose from** course at least from each field and two courses at most from each field:

Course No.	Course Title	Credit Hrs
FIRST AREA : Human Sciences		
110191	Islamic Education	3
101194	International Thought and Civilization	3
110116	Arabic Communication Skills	3
110196	History of Jordan and Palestine	3
110821	Education Thought	3
Second Area : Social and economic sciences		
110110	English Communication Skills	3
110301	Law in our Lives	3
110314	Human Rights	3
110822	Psychology and Community	3
110205	Concepts in Economics Systems	3
Third Area : Science and Technology		
110823	Sports, health and first aid	3
110606	Introduction in the Internet	3
110615	Computer Communication Skills	3
110825	Research Methodology	3

C. Supportive courses (6) credit Hrs:

Third: College Requirements (24) credit hours as follows :

Course No.	Course Title	Credit Hrs
201101	Principles of Accounting(1)	3
202103	Principles of business administration (1)	3
202111	Principles of Statistic	3
203102	Financial Management Principles	3
203103	Principles of Macroeconomic	3
203104	Principles of Microeconomic	3
204101	Principles of Marketing	3
205120	Management Information system	3

Course No.	Course Title	Credit Hrs.	Pre. course
204102	Marketing Management	3	204101
204160	Marketing studies in English	3	204101
204202	Marketing Strategy	3	204102
204204	Materials Management	3	204101
204206	Sales Management	3	204101
204209	Personal selling	3	204101
204303	Marketing Research	3	204350
204304	Consumer behavior	3	204102
204310	Industrial marketing	3	204101
204311	Creativity and Product development	3	204202
204302	Pharmaceutical and medical marketing	3	204101
204313	Financial Services Marketing	3	204411
204314	Entrepreneur in marketing	3	204101
204315	Social marketing	3	204101
204324	Promotional tools	3	204101
204331	Distribution Management	3	204101
204342	Marketing of tourism and hospitality	3	204411
204350	Marketing information systems	3	205120
204411	Services Marketing	3	204101
204420	E-marketing	3	204201
204432	International Marketing in English	3	204160
204452	Contemporary issues of marketing	3	204202 204303
204453	Customer relations management	3	204206
204499	Graduation Project	3	Pass 99 hrs

Course No.	Course Title	Credit Hrs.	pre. course
204201	Marketing applications on the computer	3	204101
204210	Pricing	3	204204
204316	Advertising technology		204324
204320	Agricultural marketing and supply chain	3	204331
204317	Introduction in Islamic marketing	3	204101
204422	Green marketing	3	204101
204318	Issues in marketing	3	204202
204405	Negotiation skills	3	204102
204330	International marketing	3	204202
204412	Supply chain management and logistics	3	20410

Course No.	Course Title	Credit Hrs.	Pre. course
202241	Human Resource Management	3	202103
301121	Principles of Commercial Law	3	-

* non-Jordanian student has the right to record Military Sciences course and the National Education course or choosing another course instead of above courses from offered list by the university.

* Junior student's should be commitment the latest version plan and should have progress exams in: Arabic language level English language and computer skills