

Degree Title	Bachelor's in Marketing and International Business		Major	Marketing and International Business	
Course code	Semester 1	Cr h	Course code	Semester 2	Cr h
ARAB 101	Arabic 1	2	ARAB 102	Arabic 2	2
ENG 101	English 1	3	ENG 102	English 2	3
CS 171	Fundamentals of Computer Systems	3	ISLS 102	Islamic Studies 2	3
ISLS 101	Islamic Studies	3	STA 101	Statistics	3
MATH 101	Mathematics 1	3	BUS 121	Introduction to Business	3
	Total	14			14
	Semester 3			Semester 4	
ENG 201	Business Communication	3	ECO 222	Macro Economics	3
MAN 221	Fundamentals of Management	3	MAN 222	Organizational Behavior	3
ECO 221	Micro Economics	3	BUS 222	Quantitative analysis for Business	3
MKT 231	Introduction to Marketing	3	BUS 223	Business Research methodology	3
ACC 241	Introduction to Financial Accounting	3	ACC 242	Managerial Accounting	3
		15			15
	Semester 5			Semester 6	
FIN 341	Financial Management	3	BUS 324	Business Law	3
MKT 332	Consumer Behaviour	3	MKT 337	Sales Management	3
MAN 323	Operations Management	3	MKT 333	Marketing Research	3
BUS 351	International Business Principles	3	MKT XXX	Major Elective	3
MAN 324	Human Resource Management	3	GED XXX	GED	3
		15			15

		Summer Semester			
COOP 301	Co-Op Training	3			
		Semester 7			Semester 8
BUS 452	International Marketing	3	BUS 426	Ethical Issues in Business	3
BUS 425	Entrepreneurship	3	BUS 453	International Trade Policies	3
MKT 439	Major Project	4	MKT 438	Seminar in Marketing and International Business	1
MKT 433	Integrated Marketing Communication	3	BUS 454	Strategic Management	3
MKT XXX	Major Elective	3	MKT XXX	Major Elective	3
GED XXX	GED	3	GED XXX	GED	3
		19			16
Total Program Credit Hours: 126					
		Major Elective		General Education Electives(GED)	
MKT 432	Advanced Selling and promotion Management	3	PSY 101	Introduction to Psychology	3
MKT 431	Electronic Marketing	3	SCO 101	Introduction to Sociology	3
BUS 428	Product Development and Brand Management	3	PHIL 101	Philosophy-Morality and Business	3
BUS 327	Public Relations	3	ETH 101	Social Ethics	3
MKT 339	Retail Management	3	PS 101	Introduction to Political science	3
MKT 338	Services Marketing	3	HPY 101	Health and Physical Education	3
MAN 429	Supply Chain management	3	HPY 102	Public Health	3
MKT 435	Advertising	3	ISLS 105	Islamic History	3
BUS 456	Multinational Operations Management	3	GEO 101	Introduction to Geography	3

BUS 458	Management of International Trade Operations	3	ENG 103	Critical Thinking	3
FIN 443	International Financial Management	3			
MKT 437	Special topics in Marketing and International Business	3			