



Student's Study Plan

ID:	
Student Name:	
Start Date (at the CoB):	
Academic Advisor:	
Concentration:	Marketing
Total Credit Hours:	126

	Fall			Spring		
	Code	Course	Prerequisites	Code	Course	Prerequisites
Freshman	ARB 101	Arabic Language I (2 Credits)		ARB 112	Arabic Language II (2 Credits)	ARB 101
	ISL 101	Islamic Studies I (2 Credits)		ISL 112	Islamic Studies II (2 Credits)	ISL 101
	ENG 101	Freshman English I		ENG 112	Freshman English II	ENG 101
	ECO 101	Microeconomics		ECO 102	Macroeconomics	ECO 101
	OPM 101	Introduction to Computing		MAT 111	Business Calculus	MAT 100
	MAT 100	Pre-Calculus			Social Science	
			16 Credits			16 Credits
Sophomore	MGT 201	Business Communications	ENG 112	FIN 201	Principles of Finance	ECO 102
	MGT 210	Business Ethics	ISL 112	MKT 201	Principles of Marketing	ECO 102
	OPM 211	Business Statistics	MAT 111	ACC 202	Introduction to Management Accounting	ACC 201
	ACC 201	Introduction to Financial Accounting	ECO 102, MAT 111	MGT 230	Organization Behavior	MGT 210
	OPM 230	Management Information Systems	OPM 101, ECO 102		Social Science	
		Natural Science			Natural Science	
			18 Credits			18 Credits
Junior	MGT 301	Business Law	MGT 230	OPM 340	Operations Management	OPM 330
	OPM 330	Quantitative Methods for Business	OPM 211	MKT 315	Services Marketing	MKT 201
	MKT 301	E- Marketing	MKT 201	MKT 330	Marketing Research	MKT 201, OPM 211
	MKT 310	Consumer Behavior	MKT 201		Business Elective	
	General Elective			General Elective		
			15 Credits			15 Credits
Senior	MGT 499 COOP Training Internship (See Internship Manual for Terms & Conditions)			MGT 490	Strategic Management (Capstone)	MGT 230, MKT 330
				MKT 410	Integrated Marketing Communications	MKT 201
				MKT 420	Marketing Strategy	MKT 330
			12 Credits			15 Credits

Notes:

1. All courses are 3 credits unless stated otherwise.
2. All students are required to take the one-credit course 'MGT 300 Executive Lecture Series' between semesters 6 and 8.
3. Prerequisites must be strictly maintained;
4. Courses Highlighted in Blue are mandatory for all business students
5. Courses Highlighted in yellow are mandatory courses for the major/concentration

Student Signature:	Date:	
Advisor Signature:	Date:	