

Study Plan (Marketing)

Fall (Year 1)

Course Code	Course Title	Prerequisites
ARB 101	Arabic Language I (2 Cr)	
ISL 101	Islamic Studies I (2 Cr)	
ENG 101	Freshman English 1	
MAT 100	Pre-Calculus	
OPM 101	Introduction to Computing	
ECO 101	Microeconomics	
Total Cr		16

Spring (Year 1)

Course Code	Course Title	Prerequisites
ARB 112	Arabic Language II (2 Cr)	ARB 101
ISL 112	Islamic Studies II (2 Cr)	ISL 101
ENG 112	Freshman English II	ENG 101
MAT 111	Business Calculus	MAT 100
ACC 201	Intro. to Financial Accounting	OPM 101 OR MAT 100
ECO 102	Macroeconomics	ECO 101
Total Cr		16

Fall (Year 2)

Course Code	Course Title	Prerequisites
OPM 211	Business Statistics	OPM 101, MAT 111
MGT 201	Business Communications	ENG 112, ECO 102
MGT 210	Business Ethics	ISL 112, ENG 101
MKT 201*	Principles of Marketing	OPM 101, MAT 111, ECO 102
ACC 202	Intro. to Management Accounting	ACC 201, ENG 112
	Natural Science-I	
Total Cr		18

Spring (Year 2)

Course Code	Course Title	Prerequisites
FIN 201	Principles of Finance	OPM 101, MAT 111, ECO 102
OPM 230	Management Information Systems	OPM 101, MAT 111
MGT 230	Organization Behavior	ENG 112, MGT 210, MAT 111
MKT 301	E-Marketing	MKT 201
OPM 330	Quantitative Methods for Business	OPM 211
	Social Science-I	
Total Cr		18

*Marketing students must take MKT 201 in the third semester

Fall (Year 3)

Course Code	Course Title	Prerequisites
MGT 301	Business Law	MGT 201, MGT 210, MGT 230
OPM 340	Operations Management	OPM 330
MKT 310	Consumer Behaviour	MKT 201
MKT 315	Services Marketing	MKT 201
	Business Elective-I	
	Natural Science-II	
Total Cr		18

Spring (Year 3)

Course Code	Course Title	Prerequisites
BAN 310*	Business Analytics & Visualization	OPM 211, OPM 230
MKT 330	Marketing Research	MKT 201, OPM 211
MKT 410	Integrated Marketing Communications	MKT 310, OPM 230
	Business Elective-II	0
	Social Science-II	
Total Cr		15

*It used to be OPM 460. Also fine if a student completed OPM 460

Fall (Year 4)

Course Code	Course Title	Prerequisites
MGT 490	Strategic Management	MGT 230 OR ACC 302
MKT 420	Marketing strategy	MKT 330
	Business Elective-III	
	General Elective-I	
	General Elective-II	
MGT 300	Executive Lectures	ACC 202, ENG 112
Total Cr		16

Spring (Year 4)

Course Code	Course Title	Prerequisites
MKT 499	COOP Training Internship (9 Cr)	MGT 490
Total Cr		9

GER General Education Requirements

BCC Business Common Core Courses

CCC Concentration Core Courses

BEC Business Elective Courses