**Marketing Study Plan – Academic Year 2024–2025**

**Total Credit Hours: 127 credit hours**

**First Year: First Semester (Total: 15 credit hours)**

* ECON 101 – Introduction to Microeconomy (3 credit hours)  
  Prerequisite: none
* CS 115 – Introduction to Computing for Business (3 credit hours)  
  Prerequisite: PCS 001
* MATH 111 – Applied Calculus I (3 credit hours)  
  Prerequisite: MATH 012
* ENGL 101 – First Year Composition (3 credit hours)  
  Prerequisite: ENGL 005
* GHAL xxx – Humanities, Arts and Languages Elective (3 credit hours)  
  Prerequisite: none

**First Year: Second Semester (Total: 15 credit hours)**

* ECON 102 – Introduction to Macroeconomy (3 credit hours)  
  Prerequisite: ECON 101
* MGT 101 – Introduction to Management (3 credit hours)  
  Prerequisite: none
* MATH 112 – Applied Calculus II (3 credit hours)  
  Prerequisite: MATH 111
* ENGL 102 – Introduction to Report Writing (3 credit hours)  
  Prerequisite: ENGL 101
* GDMC xxx – Diversity and Multiculturalism Elective (3 credit hours)  
  Prerequisite: none

**Second Year: First Semester (Total: 19 credit hours)**

* ACCT 201 – Introduction to Financial Accounting (3 credit hours)  
  Prerequisite: MATH 112
* STAT 211 – Statistics for Business I (3 credit hours)  
  Prerequisite: MATH 112
* PHSC 113 – Physical Science (4 credit hours)  
  Prerequisite: MATH 111
* ENGL 201 – Technical Writing (3 credit hours)  
  Prerequisite: ENGL 102
* GIAS 101 – Islamic Culture (3 credit hours)  
  Prerequisite: none
* MIS 201 – Management Information Systems (3 credit hours)  
  Prerequisite: CS 115

**Second Year: Second Semester (Total: 15 credit hours)**

* ACCT 202 – Introduction to Managerial Accounting (3 credit hours)  
  Prerequisite: ACCT 201
* MGT 222 – Organizational Behaviour (3 credit hours)  
  Prerequisite: MGT 101
* MKT 201 – Introduction to Marketing (3 credit hours)  
  Prerequisite: ENGL 201
* ENT 201 – Introduction to Entrepreneurship (3 credit hours)  
  Prerequisite: ENGL 201
* GIAS 102 – Arabic Language Skills (3 credit hours)  
  Prerequisite: none

**Third Year: First Semester (Total: 15 credit hours)**

* MKT 311 – Consumer Behavior (3 credit hours)  
  Prerequisite: MKT 201
* MGT 331 – Business Communication (3 credit hours)  
  Prerequisite: ENGL 201
* FIN 301 – Financial Management (3 credit hours)  
  Prerequisite: ACCT 201
* STAT 311 – Statistics for Business II (3 credit hours)  
  Prerequisite: STAT 211
* GSOS xxx – Social Sciences Elective (3 credit hours)  
  Prerequisite: none

**Third Year: Second Semester (Total: 15 credit hours)**

* MGT 312 – Operations Management (3 credit hours)  
  Prerequisite: STAT 311
* MGT 332 – Leadership (3 credit hours)  
  Prerequisite: MGT 222
* MKT 332 – Marketing Channels (3 credit hours)  
  Prerequisite: MKT 311
* MKT 362 – Marketing Strategy (3 credit hours)  
  Prerequisite: MKT 311
* MGT 311 – Legal Environment of Business (3 credit hours)  
  Prerequisite: ENGL 201

**Summer Field Experience (Total: 3 credit hours)**

* MKT 394 – Summer Field Experience (3 credit hours)  
  Prerequisite: none

**Fourth Year: First Semester (Total: 15 credit hours)**

* MKT 421 – Marketing Communication (3 credit hours)  
  Prerequisite: MKT 311
* MKT 453 – International Marketing (3 credit hours)  
  Prerequisite: MKT 311
* BUS xxx – Business Elective I (3 credit hours)  
  Prerequisite: none
* BUS xxx – Business Elective II (3 credit hours)  
  Prerequisite: none
* XXXX xxx – Free Elective (3 credit hours)  
  Prerequisite: none

**Fourth Year: Second Semester (Total: 15 credit hours)**

* MKT 432 – Marketing Research (3 credit hours)  
  Prerequisites: MKT 201, STAT 311
* MKT 451 – Digital Marketing (3 credit hours)  
  Prerequisites: MKT 201, MKT 311
* MKT xxx – Professional Elective I (3 credit hours)  
  Prerequisite: none
* MKT xxx – Professional Elective II (3 credit hours)  
  Prerequisite: none
* GIAS xxx – Islamic Studies Elective (3 credit hours)  
  Prerequisite: none