



I: University Requirements: 25 Credit Hours

A. Remedial Requirements (0 Credit Hours): Students must sit for placement tests in English, Arabic, and Computer. Students who fail any of these tests are required to take the corresponding remedial course 0900099, 0900097, or 0900096, respectively.

B. University Compulsory Course Requirements: 12 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab	
0900101	Sports (1)	1	0	3	-
0900103	Swimming	1	0	2	-
0900110	Cultural Development (1)	1	0	2	-
0900111	Military Science*	3	3	0	-
0900130	English Communication Skills (1)	3	3	0	0900099**
0900131	English Communication Skills (2)	3	3	0	0900130

* Non-Jordanian students may take a university elective course instead.

** Or passing the placement test.

C. University Elective Course Requirements: 13 Credit Hours

Humanities: 7 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab	
0900113	Interpersonal and Intercultural Communication	3	3	0	-
0900117	Civic Awareness	3	3	0	-
0900120	Arabic Communication Skills	3	3	0	0900097*
0900140	Appreciation of Art	3	3	0	-
0900141	Appreciation of Music	3	3	0	-
0900163	Modern life skills	3	3	0	-
0900164	Creativity and Innovation	3	3	0	-
0900201	Sports (2)	1	0	3	0900101
0900202	Sports (3)	1	0	3	0900201
0900210	Cultural Development (2)	1	0	2	0900110
0900211	Cultural Development (3)	1	0	2	0900210

Social and Economic Sciences: 3 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab	
0900114	Civilization and Thought	3	3	0	-
0900115	Social Ethics	3	3	0	-
0900150	Introduction to Economics*	3	3	0	-
0900160	Entrepreneurship and Enterprises	3	3	0	-

*Not for Business and Finance Students.

Science, Technology, Agriculture and Health: 3 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab	
0900116	Bio-Ethics	3	3	0	-
0900170	Energy and the Environment	3	3	0	-
0900171	Science and Society	3	3	0	-
0900180	Computer Skills*	3	2	2	0900096**

*Not for Information Technology Students.

** Or passing the placement test.

II. Faculty Requirements: 21 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab.	
0903103	Mathematics for Business	3	3	0	-
0501101	Principles of Accounting (1)	3	3	0	-
0502101	Principles of Management	3	3	0	-
0502222	Business Research Methods	3	3	0	0903182
0503101	Principles of Finance (1)	3	3	0	0501101
0504101	Principles of Marketing	3	3	0	-
0505101	Principles of Risk Management	3	3	0	-

III. Departments Requirements: 84 Credit Hours

A. Compulsory Requirements: 54 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab.	
0504212	Consumer Behavior	3	3	0	0504101
0504213	Marketing Communications	3	3	0	0504101
0504214	Marketing Channels and Logistics	3	3	0	0504101
0504215	Sales Management	3	3	0	0504101
0504226	Marketing Management	3	3	0	0504101
0504321	Marketing Research	3	3	0	0504226
0504322	Marketing Strategy	3	3	0	0504226
0504323	Supply Chain Management	3	3	0	0504214
0504332	Management of Trade Fairs	3	3	0	0504101
0504335	Marketing in the Digital Age	3	3	0	0504213
0504346	Industrial Marketing	3	3	0	0504226
0504347	Services Marketing	3	3	0	0504226
0504432	Relationship Marketing	3	3	0	0504101
0504433	Contemporary Issues in Marketing	3	3	0	0504101
0504441	Sport Marketing	3	3	0	0504347
0504444	Agricultural Marketing	3	3	0	0504346
0504491	Practical Training	3	-	-	Completion of 90 Cr. Hr.
0504492	Graduation Project	3	-	-	Department Approval + Completion of 99 Cr. Hrs.

B. Electives Requirements: 12 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab.	
0504216	Price Management	3	3	0	0504101
0504231	Personal Selling	3	3	0	0504101
0504324	Marketing Information Systems	3	3	0	0504101
0504325	Brand Management	3	3	0	0504101
0504333	Customer Relationship Management	3	3	0	0504432
0504343	Marketing Not-for-Profit Organization	3	3	0	0504101
0504421	International Marketing	3	3	0	0504101
0504442	Pharmaceutical Marketing	3	3	0	0504346
0504443	Tourism and Hospitality Marketing	3	3	0	0504347
0504445	Bank Marketing	3	3	0	0504347

C. Ancillary Requirements: 18 Credit Hours

Course No	Course Title	Credit Hours	Contact Hours		Prerequisite
			Lecture	Lab.	
0500101	Microeconomics	3	3	0	-
0500102	Macroeconomics	3	3	0	0500101
0502314	Business Law	3	3	0	-
0502413	Business Ethics and Social responsibility	3	3	0	0502101
0503420	Managerial Economics	3	3	0	0500101
0903182	Statistics for Business	3	3	0	-

IV. Free Electives: 3 Credit Hours

Students may choose any course(s) offered by the University in accordance with University regulations.