



Entrepreneurship and
Innovation In Business

جامعة الزيتونة الأردنية
Al-Zaytoonah University of Jordan
كلية الأعمال
Faculty of Business



"عراقة وجودة"
"Tradition and Quality"

QF05/0413-3.0E	Course Plan for Master program - Course Plan Development and Updating Procedures/ Marketing Department
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Course Plan for Marketing (Master Program) No.: (2017/2018)
Approved by Deans Council by decision (72/2016/2017) dated (30/8/2017)
(33) Credit Hours

1. Master thesis program:

Std Info.		Course No.	Course Name	Credit Hours
Pass.	Reg.			
a. Compulsory requirements (18) Credit hours				
		501700	Methodology of Scientific Research	3
		504710	Advanced Marketing Management	3
		504734	Advanced Services Marketing	3
		504735	Advanced Consumer Behavior	3
		504745	Advanced International Marketing	3
		504746	Advanced Marketing Strategies	3
b. Elective Courses (6) Credit hours				
		504712	Advanced Integrated Marketing Communications	3
		504760	Advanced Customers Relationship Management	3
		504770	Advanced Direct Marketing	3
		504772	Advanced E-Marketing	3
		504790	Special Topics in Marketing	3
		503710	Advanced Financial Management	3
c. Thesis (9) credit hours				
		504799	Thesis of marketing	



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2. Comprehensive exam program (33) Credit hours:

Std Info.		Course No.	Course Name	Credit Hours
Pass.	Reg.			
a. Compulsory requirements (24) Credit hours				
		501700	Methodology of Scientific Research	3
		504710	Advanced Marketing Management	3
		504712	Advanced Integrated Marketing Communications	3
		504734	Advanced Services Marketing	3
		504735	Advanced Consumer Behavior	3
		504745	Advanced International Marketing	3
		504746	Advanced Marketing Strategies	3
		504772	Advanced E-Marketing	3
b. Elective Courses (9) Credit hours				
		504760	Advanced Customers Relationship Management	3
		504770	Advanced Direct Marketing	3
		504786	Advanced Tourism Marketing	3
		504788	Advanced Marketing Ethics	3
		504790	Special Topics in Marketing	3
		503710	Advanced Financial Management	3
c. Comprehensive exam (0) credit hours				
		504798	Comprehensive exam	0