



" الريادة والابداع في  
الأعمال "

Entrepreneurship  
and Innovation in  
Business "

جامعة الزيتونة الأردنية  
Al-Zaytoonah University of Jordan

كلية الاقتصاد و العلوم الادارية

Faculty of Economics and Administrative Sciences



" عراقة وجودة "

"Tradition and Quality"

## Master in Marketing

### Guidance Plan

Student Information		Course No.	Course Name	Suggested Academic Semester
Passed	Registered			
<b>First: Comprehensive Track (36 ) Credit Hours</b>				
<b>A) Mandatory Requirements: (27 ) Credit Hours</b>				
<input type="checkbox"/>	<input type="checkbox"/>	501700	Research Methodology in Developed Business	1/1
<input type="checkbox"/>	<input type="checkbox"/>	504702	Advanced Marketing Management	1/1
<input type="checkbox"/>	<input type="checkbox"/>	504735	Advanced Consumer Behavior	1/1
<input type="checkbox"/>	<input type="checkbox"/>	504745	Advanced International Marketing	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504746	Advanced Marketing Strategies	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504712	Advanced Integrated marketing communications	2/1
<input type="checkbox"/>	<input type="checkbox"/>	504734	Advanced Service Marketing	2/1
<input type="checkbox"/>	<input type="checkbox"/>	504772	Advanced E-Marketing	2/2
<b>B) Elective Requirements: (9 ) Credit Hours</b>				
<input type="checkbox"/>	<input type="checkbox"/>	504771	Advanced Marketing Information Systems	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504770	Advanced Direct Marketing	2/1
<input type="checkbox"/>	<input type="checkbox"/>	504760	Advanced Customers Relationship Management	2/1
<input type="checkbox"/>	<input type="checkbox"/>	504788	Advanced Marketing Ethics	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504790	Special Topics in Marketing	2/1
<input type="checkbox"/>	<input type="checkbox"/>	501720	Advanced Administrative Economy	2/1



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**Guidance Plan**

Student Information		Course No.	Course Name	Suggested Academic Semester
Passed	Registered			
<b>Second: Thesis Track ( 36 ) Credit Hours</b>				
<b>A) Mandatory Major Requirements ( 18 ) Credit Hours</b>				
<input type="checkbox"/>	<input type="checkbox"/>	501700	Research Methodology in Developed Business	1/1
<input type="checkbox"/>	<input type="checkbox"/>	504702	Advanced Marketing Management	1/1
<input type="checkbox"/>	<input type="checkbox"/>	504735	Advanced Consumer Behavior	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504745	Advanced International Marketing	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504746	Advanced Marketing Strategies	2/1
<input type="checkbox"/>	<input type="checkbox"/>	504734	Advanced Integrated marketing communications	2/1
<input type="checkbox"/>	<input type="checkbox"/>	050434	Advanced Services Marketing	2/2
<b>B) Elective Requirements ( 9 ) Credit Hours</b>				
<input type="checkbox"/>	<input type="checkbox"/>	504771	Advanced Marketing information systems	1/1
<input type="checkbox"/>	<input type="checkbox"/>	504770	Advanced Direct Marketing	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504760	Advanced Customers Relationship Management	2/1
<input type="checkbox"/>	<input type="checkbox"/>	504788	Advanced Marketing Ethics	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504790	Special Topics in Marketing	2/1
<input type="checkbox"/>	<input type="checkbox"/>	501720	Advanced administrative economy	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504712	Advanced Integrated marketing communications	2/1
<input type="checkbox"/>	<input type="checkbox"/>	504772	Advanced E-Marketing	1/2
<input type="checkbox"/>	<input type="checkbox"/>	504786	Advanced Tourism Marketing	2/1
<b>C) Master Thesis in Marketing (504799) ( 9 ) Credit Hours</b>			<b>After finishing all required courses successfully</b>	