



"الريادة والابتداع في الأعمال"

Entrepreneurship and Innovation in Business "

Al-Zaytoonah University of Jordan
Faculty of Economics and Administrative Sciences



"عراقة وجودة"
"Tradition and Quality"

Course Plan for Marketing Department (Master) No. ١/٢٠١٤-٢٠١٣
Approved by the university Dean's Council (Decision No. 25/01/2013) in its meeting No. (25) On (18/08/2013)
The number of course plan hours are (36) Credit Hours

Comprehensive Track (36) Credit Hours

Student Information		Course No.	Course Name	Credit Hours
Passed	Registered			
Mandatory Requirements: (27) Credit Hours				
<input type="checkbox"/>	<input type="checkbox"/>	501700	Research Methodology in Developed Business	3
<input type="checkbox"/>	<input type="checkbox"/>	504702	Advanced Marketing Management	3
<input type="checkbox"/>	<input type="checkbox"/>	504712	Advanced Integrated marketing communications	3
<input type="checkbox"/>	<input type="checkbox"/>	504734	Advanced Services Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504735	Advanced Consumer Behavior	3
<input type="checkbox"/>	<input type="checkbox"/>	504745	Advanced International Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504746	Advanced Marketing Strategies	3
<input type="checkbox"/>	<input type="checkbox"/>	504772	Advanced E-Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	٥٠٤٧٩٥	Advanced Research Project	3
Elective Requirements: (9) Credit Hours				
<input type="checkbox"/>	<input type="checkbox"/>	504760	Advanced Customers Relationship Management	3
<input type="checkbox"/>	<input type="checkbox"/>	504770	Advanced Direct Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504771	Advanced Marketing information systems	3
<input type="checkbox"/>	<input type="checkbox"/>	504786	Advanced Tourism Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504788	Advanced Marketing Ethics	3
<input type="checkbox"/>	<input type="checkbox"/>	504790	Special Topics in Marketing	3
Comprehensive Exam (504798)				(0) Credit Hours



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The number of course plan hours are (36) Credit Hours

Thesis Track (36) Credit Hours

Student Information		Course No.	Course Name	Credit Hours
Passed	Registered			
Mandatory Major Requirements (18) Credit Hours				
<input type="checkbox"/>	<input type="checkbox"/>	501700	Research Methodology in Developed Business	3
<input type="checkbox"/>	<input type="checkbox"/>	٥٠٤٧١٠	Advanced Marketing Management	3
<input type="checkbox"/>	<input type="checkbox"/>	050434	Advanced Services Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504735	Advanced Consumer Behavior	3
<input type="checkbox"/>	<input type="checkbox"/>	504745	Advanced International Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504746	Advanced Marketing Strategies	3
Elective Requirements (9) Credit Hours				
<input type="checkbox"/>	<input type="checkbox"/>	504712	Advanced Integrated marketing communications	3
<input type="checkbox"/>	<input type="checkbox"/>	504760	Advanced Customers Relationship Management	3
<input type="checkbox"/>	<input type="checkbox"/>	504770	Advanced Direct Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504771	Advanced Marketing information systems	3
<input type="checkbox"/>	<input type="checkbox"/>	504772	Advanced E-Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504786	Advanced Tourism Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	505788	Advanced Marketing Ethics	3
<input type="checkbox"/>	<input type="checkbox"/>	504790	Special Topics in Marketing	3
<input type="checkbox"/>	<input type="checkbox"/>	504720	Advanced administrative economy	3
Master Thesis in Marketing (504799)				(9) Credit Hours