

## Bachelor Degree: Marketing

2<sup>nd</sup> year

<b>Fall Semester</b>					
Courses	Credits	Coefficients	weekly time load		
			Lectures	Directed work	Practical works
Management accounting	6	3	3h00	30س1	-
Marketing basics 1	4	2	1h30	1h30	-
Macroeconomics1	4	2	1h30	1h30	-
Introduction to business management	4	2	1h30	1h30	-
Statistics 3	4	2	1h30	1h30	-
financial mathematics	4	2	1h30	1h30	-
Monetary economy	1	1	1h30	-	-
Methodology	2	2	1h30	1h30	-
Infromatics 2	1	1	-	-	1h30
Total	30	17	13h30	10h30	
<b>Spring Semester</b>					
Courses	Credits	Coefficients	weekly time load		
			Lectures	Directed works	Practical works
Finance and international trade	6	3	3h00	1h30	-
Marketing basics 2	4	2	1h30	1h30	-
Macroeconomics2	4	2	1h30	1h30	--
Enterprise management	4	2	1h30	1h30	-
Statistics 4	5	3	3h00	1h30	-
Fundamentals of Operations Research	4	2	1h30	1h30	-
Entrepreneurship	1	1	-	1h30	-
Business ethics	1	1	1h30	-	-
Foreign language3	1	1	-	1h30	-
Total	30	17	13h30	12h	01h30

3rd year

<b>Fall Semester</b>					
Courses	Credits	Coefficients	weekly time load		
			Lectures	Directed work	Practical works
consumer's behaviour	6	3	3h00	1h30	-
Marketing research 1	4	2	1h30	1h30	-
Integrated Marketing Communications	4	2	1h30	1h30	-
Marketing Services	4	2	1h30	1h30	-
digital marketing	5	2	1h30	1h30	-
Marketing data analysis	4	2	1h30	-	01h30
Competition law and consumer protection	2	2	1h30	1h30	-
Specialized foreign language 01	1	1	-	1h300	-
<b>Total</b>	<b>30</b>	<b>16</b>	<b>12h</b>	<b>10h30</b>	<b>01h30</b>
<b>Spring Semester</b>					
Courses	Credits	Coefficients	weekly time load		
			Lectures	Directed works	Practical works
Operational marketing	6	3	3h00	1h30	-
Marketing research 2	4	2	1h30	1h30	-
Strategic marketing	4	2	1h30	1h30	--
International marketing	4	2	1h30	1h30	-
Business negotiation	5	2	1h30	1h30	-
Bachelor's graduation project	4	2	-	-	-
Statistical software 1	2	2	1h30	-	1h30
Specialized foreign language 02	1	1	-	1h30	-
<b>Total</b>	<b>30</b>	<b>16</b>	<b>09h</b>	<b>09h</b>	<b>01h30</b>