



QF05/0503-3.0 E	Academic Advising Plan for Students - Student Academic Advising Procedures / Faculty of Business
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Academic Advising Plan for Students

Department	Marketing	Academic Semester/ Academic Year	
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Before starting the advising process, the plan should be put by the assigned faculty member or the department chair according to the curricula and academic schedule to be available for the advising faculty member.

(The advisor should delete the filled classes (closed sessions, maximum 40 students in the classroom, and maximum 20 students in the laboratory/workshop) from the curricula according to the daily statistics to avoid student registration in this session during the advising period).

- Remedial courses do not count towards the study plan for the student and they are supposed to be taken by the student during his/her first two semesters in the university.
- As for the practical courses such as laboratories, etc., the credit hours are specified in the same column.

First semester/ First year (0-32 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504110	Principles of Marketing			
2	0501110	Principles of Management (1)			
3	0502110	Principles of Accounting (1)			
4	-----	University Requirement			
5	----	University Requirement			

Second semester/ First year (0-32 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504121	Marketing Management	Principles of Marketing		
2	504116	Sales Management	Principles of Marketing		



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3	-----	University Elective			
4	0520221	Micro Economics			
5	0520130	Business Statistics			
6	0506100	Introduction to Management Information System			

First semester/ Second year (33-64 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504214	Distribution Management	Marketing Management		
2	504242	Industrial Marketing	Marketing Management		
3	0504115	Marketing Communication	Marketing Management		
4	0520211	Macroeconomics	----		
5	0620231	Principles of Commercial Laws	----		

Second semester/ Second year (33-64 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504241	Marketing of Services	Marketing Management		
2	504243	Marketing of Banking	Principles of Marketing		
3	0520151	Business Mathematics			
4		University Requirement			
5		University Requirement			
6		University Requirement			



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First semester/ Third year (65-98 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504322	Marketing Research	Marketing Management		
2	504312	Consumer Behavior	Marketing Management		
3	-----	University Requirement			
4	----	University Requirement			
5	----	Major Supporting Course			

Second semester/ Third year (65-98 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504327	Qualitative Methods in Marketing	Business Mathematics		
2	504351	Computer Applications in Marketing	Introduction to MIS		
	0504333	Practical Application in Advertising	Marketing Management		
3	504334	Customer Relationship Management	Marketing Management		
4	504325	International Marketing	Principles of Marketing		
5	-----	University Requirement	----		
6	-----	Major Supporting Course	-----		

First semester/ Fourth year (99-132 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	0504426	Retail Management	Marketing Management		



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2	504431	E-marketing	Marketing Management		
3	504423	Marketing Strategies	Marketing Management		
4	0504444	Pharmaceutical Marketing	Principles of Marketing		
5	0504341	Social Marketing	Marketing Management		
6	0504345	Tourism Marketing and Hospitality	Marketing Management		

Second semester/ Fourth year (99-132 credit hours)				Available Sessions	
No	Course Number	Course Name	Pre-requisite	Days	(Session/Time)
1	504446	Field Training	Completion of 90 credit hours		
2	504447	Graduation Project in Marketing	Completion of 90 credit hours		
	-----	Major Supporting Course			

Plan prepared by (signature)		Date	
Department head approval		Date	