

**University of Nizwa**  
**College of Economics, Management and Information Systems**  
**Study Plan for Diploma in Marketing (Revised\*)**

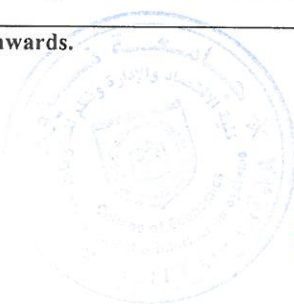
C-Credit Hours, L- Credit Lecture, P- Credit Practical

University Requirements (UR=21CH)			College Requirements (CR=19 CH)			Department Requirements (DR= 33 CH)									
Y	Course Code	Course Title	P-Req or Co-Req	C	L	P	Course Code	Course title	P-Req or Co-Req	C	L	P			
<b>Semester One</b>						<b>Semester Two</b>									
1	ARAB100	Arabic Language I (UR)		3	3	-	ARAB101	Arabic language II (UR)	ARAB100	3	3	-			
	COMP101/L	Computer Skills (UR)	COMP101L COMP-B MATH001	3	3	-	BUSI101	Intro. to Business (CR)		3	3	-			
	ENGL 150	English Language I (UR)		3	3	-	ECON101	Intro. to Economics (CR)		3	3	-			
	MATH116/L	Pre-Calculus (DR)	MATH116L	4	3	2	ENGL152	English Language II (UR)	ENGL150	3	3	-			
					13	12	2	MRKT101	Intro. to Marketing (CR)		3	3	-		
										<b>Summer Semester</b>					
										ACCT101	Intro. to Accounting (CR)		3	3	-
										HIST150	Islamic Civilization (UR)	LIFE001 UNLS001	3	3	-
													6	6	-
<b>Semester Three</b>						<b>Semester Four</b>									
2	BUSI102	Business Law in Oman (DR)		3	3	-	BUSI 205	Technical Writing for Business (DR)	BUSI101 ENGL150	2	2	-			
	ECON103	Principles of Macro- Economics (DR)	ECON101	3	3	-	MNGT102	Organizational Behavior (DR)		3	3	-			
	ENGL155	Communication Skills (UR)	ENGL152	3	3	-	MRKT202	Consumer Behaviour (DR)	MRKT101	3	3	-			
	MNGT101	Intro. to Management (CR)		3	3	-	MRKT203	Retail Marketing (DR)	MRKT201	3	3	-			
	MRKT 102	Marketing Management (DR)	MRKT101	3	3	-	STAT 101/L	Intro. to Statistics (CR)	STAT 101L	4	3	2			
	MRKT201	Business Marketing (DR)	MRKT102	3	3	-									
										<b>Summer Semester</b>					
										MRKT 204	Advertising and Sales Promotion (DR)	MRKT201	3	3	-
										MRKT321	Services Marketing (DR)	MRKT101	3	3	-
													6	6	-
<b>Total</b>												<b>73</b>			

This is the suggested study plan. Students are advised to register courses during summer semesters to complete the graduation requirements within the stipulated period

\*Applicable to students admitted in Fall Semester 2014 and onwards.

Revised 2: May, 2014



*Jan, 2019*