



University of Nizwa
College of Economics, Management and Information Systems
Study Plan for Diploma in Marketing (Revised 2019*)

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

University Requirements (UR=21)				College Requirements (CR=19)				Department Requirements (DR= 33)					
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	
Semester One						Semester Two							
1	ARAB100	Arabic Language I (UR)		3	3	-	ACCT101	Intro. to Accounting (CR)		3	3	-	
	COMP101/L	Computer Skills (UR)	COMP101L, DL MATH001	3	3	-	ARAB101	Arabic Language II (UR)	ARAB 100	3	3	-	
	ENGL 150	English Language I (UR)		3	3	-	BUSI101	Introduction to Business (CR)		3	3	-	
	ECON101	Intro. to Economics (CR)		3	3	-	MRKT101	Introduction to Marketing (CR)		3	3	-	
	MATH116/L	Pre-Calculus (DR)	MATH001, MATH116L	4	3	2	ENGL152	English Language II (UR)	ENGL 150	3	3	-	
				16	15	2					15	15	-
Semester Three						Semester Four							
2	MNGT100/L	Entrepreneurship Creativity and Innovation (UR)	MNGT100L 45 Cr. Hrs	3	2	2	BUSI 205	Technical Writing for Business (DR)	BUSI101 ENGL150	2	2	-	
	MNGT101	Introduction to Management (CR)		3	3	-	MRKT203	Retail Marketing (DR)	MRKT101	3	3	-	
	HIST150	Islamic Civilization (UR)	LIFE001 UNLS001	3	3	-	MRKT206	Industrial Marketing (DR)	MRKT101	3	3	-	
	MNGT102	Organizational Behavior (DR)		3	3	-	MRKT304	Services Marketing (DR)	MRKT204	3	3	-	
	BUSI102	Business Law in Oman (DR)		3	3	-	STAT101/L	Intro. to Statistics (CR)	STAT 101L	4	3	2	
	MRKT202	Consumer Behaviour (DR)	MRKT101	3	3	-	MRKT 405	Marketing Management (DR)	MRKT101/ BUSI203	3	3	-	
	BUSI203	Business Environment and Business Policies (DR)	BUSI101	3	3	-	MRKT 402	Advertising and Sales Promotion (DR)	MRKT202	3	3	-	
					21	20	2					21	20
Total										73			

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

*Applicable to the students who joined CEMIS in Fall Semester 2019 and after



Fall 2019
V2