

Department of Management
College of Economics, Management of Information Systems
Degree Plan for B.A. in Marketing (Revised)
Minimum No. of Credits for Graduation = 130

University Requirements = 21 Credits

Course Code	Course Title	No. of Credits	Pre-Requisite/s	Co-Requisite/s
ARAB100	Arabic Language I	3		
ARAB101	Arabic Language II	3	ARAB100	
COMP101/L	Computer Skills	3	COMP-B, MATH001	COMP101L
HIST150	Islamic Civilization	3	UNLS001, LIFE001	
ENGL150	English Language I	3		
ENGL152	English Language II	3	ENGL150	
ENGL155	Communication Skills	3	ENGL152	

University Electives = 6 Credits

To be chosen from available courses offered by all Colleges in the University other than those offered by the College of Economics, Management and Information Systems

College Requirements = 37 Credits

Course Code	Course Title	No. of Credits	Pre-Requisite/s	Co-Requisite/s
ACCT101	Introduction to Accounting	3		
BUSI101	Introduction to Business	3		
ECON101	Introduction to Economics	3		
MNGT101	Introduction to Management	3		
MRKT101	Introduction to Marketing	3		
STAT101/L	Introduction to Statistics	4		STAT101L
BUSI102	Business Law in Oman	3		
MATH116/L	Pre-Calculus	4		MATH116L
INFS141/L	Introduction to Computers in Business	3		INFS141L
MNGT201	Administration and Business Systems in Oman	3	MNGT101, BUSI 101	
BUSI205	Technical Writing for Business	2	BUSI101, ENGL150	
MNGT303	Entrepreneurship	3	BUSI101	

College Electives = 6 Credits

Two (2) courses to be chosen from the List of College Electives specified for Marketing major



Fall 2014

Department Requirements = 54 credits

Course Code	Course Title	No. of Credits	Pre-Requisite/s	Co-Requisite/s
ECON102	Principles of Micro Economics	3	ECON101	
MRKT102	Marketing Management	3	MRKT101	
MNGT102	Organizational Behavior	3		
ECON103	Principles of Macro Economics	3	ECON101	
MRKT201	Business Marketing	3	MRKT102	
FINA201	Business Finance	3	ACCT101	
MRKT202	Consumer Behavior	3	MRKT101	
MRKT203	Retail Marketing	3	MRKT201	
BUSI203	Business Environment and Business Policies	3	BUSI101	
MRKT204	Advertising and Sales Promotion	3	MRKT201	
MNGT204	Introduction to Operations Management	3	MNGT101, ECON101	
MRKT205	E-Marketing	3	MRKT201	
MRKT301	International Marketing	3	MRKT102	
MRKT303	Multinational Marketing	3	MRKT102	
MNGT322	Management of Services and Professionals	3	MNGT102	
MRKT401	Sales Management	3	MRKT202	
MRKT404	Marketing Research	3	STAT101, MRKT202	
MRKT450	Internship in Marketing	3	Should have completed a minimum of 90 credit hours	

Department Electives = 6 Credits

Two (2) courses to be chosen from the following courses

Course Code	Course Title	No. of Credits	Pre-Requisite/s	Co-Requisite/s
BUSI202	E-Commerce	3	MRKT101 BUSI101	
MRKT302	Transportation and Distribution Management	3	MRKT202	
MRKT321	Service Marketing	3	MRKT101	
MNGT323	Managerial Decision Modeling	3	MNGT204 MATH116/L	



Fall 2014