



Degree and Study Plan

College: Commerce and Economics
 Department: Marketing Department
 Cohort: 2010 - 2012
 Degree: Bachelor of Science
 Major: Marketing
 Specialization:

<u>Summary of Credits:</u>		
University Requirements (UR)		6
Foundation Program	NC ⁺	
Arabic	3	
Contemporary Omani Society	1	
Oman & Islamic Civilization or Islamic Culture	2	
University Electives (UE)		6
See List A		
College Requirements (CR)		60
See list B		
College Electives (CE)		0
See list C		
Departmental Requirements (DR)		0
See list D		
Departmental Electives (DE)		0
See list E		
Major Requirements (AR)		21
See list F		
Major Electives (AE)		12
See list G		
Specialization Requirements (SR)		0
See list H		
Specialization Electives (SE)		0
See list I		
Minor Requirements (IR)		9
See list J		
Minor Electives (IE)		9
See list K		
TOTAL		123

⁺ Not Credited

For reference contact: HoD Marketing

Ext. 1860

HoD: Dr. Mahmood Hajjat

Date: 05-01-2011

Dean's Office

Date

Admission and Registration

Date

Department of Marketing:
Study Plan for 2010 - 2012 Cohorts (Scheme I)

	Course Code	Course Title	Cr.	Pre-req./Co-req.*	Cat.
Semester 1 Fall		Foundation Program	0		UR
		Foundation Program	0		UR
Semester 2 Spring		Foundation Program	0		UR
	Total			0	
Semester 3 Fall	ARAB1001	Arabic	3		UR
	LANC1070	English for Business I	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604, LANC2033*, LANC2035*, LANC1113*, LANC1115*, LANC1117*, LANC1073*, LANC2140*, LANC2058*, LANC2160*, LANC1016*	CR
	MATH1103	Business Mathematics	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0103	CR
	MNGT1515	Principles of Management	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604	CR
	HIST1010 OR ISLM1010	Oman & Islamic Civilization OR Islamic Culture	2		UR
	Total			14	
Semester 4 Spring	ACCT1112	Introductory Financial Accounting	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0101	CR
	ECON1211 OR ECON2221	Principles of Microeconomics OR Macroeconomics	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0101	CR
	LANC1071	English for Business II	3	LANC1070, LANC1070 or LANC2033 or LANC2035 or LANC1113, or LANC1115 or LANC1117 or LANC1073 or LANC2140 or LANC2058 or LANC2160 or LANC1016	CR
		University Elective(1)	3		UE
	STAT1811	Business Statistics I	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0103	CR
	Total			15	
Semester 5 Fall	ACCT2121	Introductory Management	3	ACCT1112	CR
	ECON1211 OR ECON2221	Principles of Microeconomics or Macroeconomics	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0101	CR
	LANC2070	English for Commerce III	3	LANC1071	CR
	POMG2712	Operations Management	3	STAT1811	CR
		University Elective(2)	3		UE
Total			15		
Semester 6 Spring	FINA3311	Principles of Finance	3	ACCT2121	CR
	INFS2412	Introduction to Management Information Systems	3	LANC2070	CR
	MRKT3611	Principles of Marketing	3	ECON1211+ECON2221	CR
	BCOM2911	Business Communication	3	LANC2070	CR
	SOCY1001	Contemporary Omani Society	1		UR
	MNGT2515	International Business	3	MNGT1515 + LANC2070	CR
Total			16		

Department of Marketing:
Study Plan for 2010 - 2012 Cohorts (Scheme I)

	Course Code	Course Title	Cr.	Pre-req./Co-req.*	Cat
Semester 7 Fall	MRKT3633	Advertising and Promotion	3	MRKT3611	AR
	MRKT4641	Marketing Research	3	MRKT3611	AR
	MRKTXXX	Major Elective	3	MRKT3611	AE
	MRKTXXX	Major Elective	3	MRKT3611	AE
	BCOM3921	Public Speaking for Business	3	BCOM2911	CR
	Total		15		
Semester 8 Spring	MRKT3621	Consumer Behavior	3	MRKT3611	AR
	MRKT3631	Marketing Management	3	MRKT3611	AR
	MRKTXXX	Major Elective	3	MRKT3611	AE
	MRKTXXX	Major Elective	3	MRKT3611	AE
	BCOM4931	Technical Writing for Business	3	BCOM3921	CR
	Total		15		
Semester Summer	MRKT4679 OR MRKT4671 ¹	Summer Internship in Marketing OR Senior Project-Marketing	3	Consent of the Department	AR
	Total		3		
Semester 9² Fall	ACCT4181	Business Law	3	BCOM3921	CR
	MRKT4652	Marketing of Services	3	MRKT3611	AR
	MRKT4661	International Marketing	3	MRKT3611	AR
		Major Electives / Minor	3	MRKT3611	AE
		Major Electives / Minor	3	MRKT3611	AE
	Total		15		
Semester 10 Spring	MNGT4541	Strategic Management	3	BCOM4931+ MNGT2512	CR
		Major Electives / Minor	3	MRKT3611	AE
		Major/ Minor Electives	3	MRKT3611	AE
		Major/ Minor Electives	3	MRKT3611	AE
		Major/ Minor Electives	3	MRKT3611	AE
	Total		15		

¹ Should be taken during Summer or in Semester 8 or 9 with the consent of advisor

² With consent of advisor & HoD, 6 courses (18 Credits) may be selected for a Minor (9 Credits as Core & 9 Credits as Electives) from any other Major. If the student doesn't want to have a Minor, he/she will carry on taking courses from the same Major.

Department of Marketing - Degree Plan for 2010 - 2012
LIST A – UNIVERSITY ELECTIVES (6 Credits)

General Electives are standard regular courses offered by any college in the University, which the student may freely choose to take (subject to fulfilling prerequisite requirements). Courses that students may take should not duplicate with other courses already taken.

Exceptions of examples of courses that are NOT considered as general electives for CCE students since they overlap with existing courses in the CCE degree plans:

Course Code	Course Title	Credits	College/Dept
CAMS2001	Microcomputers	3	Agriculture
INFO1030	The Internet	2	Arts
BCOM1950	Varieties of Public and Professional Communication	3	Commerce
BCOM1960	Cross-Cultural Communication	2	Commerce
ECON1050	Introduction to Economics	3	Commerce
COMP1100	Personal Computer Applications in Arabic	2	Science
COMP1200	Personal Computers and Software Packages	2	Science
MATH1106	Pre-Calculus Mathematics	4	Science
MATH1192	Mathematics for Agriculture I	4	Science
MATH2193	Mathematics for Agriculture II	3	Science
STAT1001	Introduction to Statistics	4	Science

Department of Marketing - Degree Plan for 2010 - 2012

LIST B: COLLEGE REQUIREMENTS (60Credits)

Course Code	Course Title	Credit	Pre-requisite / Co-req.*
LANC1070	English for Business I	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604, LANC2033*, LANC2035*, LANC1113*, LANC1115*, LANC1117*, LANC1073*, LANC2140*, LANC2058*, LANC2160*, LANC1016*
LANC1071	English for Business II	3	LANC1070, LANC1070 or LANC2033 or LANC2035 or LANC1113, or LANC1115 or LANC1117 or LANC1073 or LANC2140 or LANC2058 or LANC2160 or LANC1016
LANC2070	English for Business III	3	LANC1070, LANC1070 or LANC2033 or LANC2035 or LANC1113, or LANC1115 or LANC1117 or LANC1073 or LANC2140 or LANC2058 or LANC2160 or LANC1016
MATH1103	Business Mathematics	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0103
ACCT1112	Introductory Financial Accounting	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0101
ACCT2121	Introductory Management Accounting	3	ACCT1112
ACCT4181	Business Law	3	BCOM3921
BCOM2911	Business Communication	3	LANC2070
BCOM3921	Public Speaking for Business	3	BCOM2911
BCOM4931	Technical Writing for Business	3	BCOM2911
ECON1211	Principles of Microeconomics	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0101
ECON2221	Principles of Macroeconomics	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0101
FINA3311	Principles of Finance	3	ACCT2121
INFS2412	Introduction to Management Information Systems	3	LAN2070
MNGT1515	Principles of Management	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604
MNGT2515	International Business	3	MNGT1515 + LANC2070
MNGT4541	Strategic Management	3	MNGT2515 + BCOM4931
MRKT3611	Principles of Marketing	3	ECON1211+ECON2221
POMG2712	Operations Management	3	STAT1811
STAT1811	Business Statistics I	3	FPEL0601 or FPEL0602 or FPEL0600 or FPEL0603 or FPEL0560 or FPEL604 + FPMT0103
Total		60	

Department of Marketing - Degree Plan for 2010 - 2012

LIST F: MAJOR REQUIREMENTS (21 Credits)

Course Code	Course Title	Credits	Pre-requisite / Co-req. *
MRKT3621	Consumer Behavior	3	MRKT3611
MRKT3631	Marketing Management	3	MRKT3611
MRKT3633	Advertising and Promotion	3	MRKT3611
MRKT4641	Marketing Research	3	MRKT3611
MRKT4652	Marketing of Services	3	MRKT3611
MRKT4661	International Marketing	3	MRKT3611
MRKT4671 or MRKT4679	Senior Project-Marketing Summer Internship in Marketing	3	Consent of the Department
Total		21	

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***LIST G: MAJOR ELECTIVES (30 credits, at least 12 Credits from the following list)**

Course Code	Course Title	Credits	Pre-requisite / Co-req. *
MRKT3632	Retail Management	3	MRKT3611
MRKT3634	Marketing Channels	3	MRKT3611
MRKT3635	Sales Management	3	MRKT3611
MRKT3636	New Product Development	3	MRKT3611
MRKT3637	Relationship Marketing	3	MRKT3611
MRKT3638	Pricing Management	3	MRKT3611
MRKT4642	Customer Relationship Management	3	MRKT3611
MRKT4651	Business Marketing	3	MRKT3611
MRKT4653	Special Topics in Marketing	3	MRKT3611
MRKT4654	Business Ethics	3	MRKT3611
MRKT4635	Internet Marketing	3	MRKT3611
MRKT4656	Social Marketing	3	MRKT3611
MRKT4657	Marketing for Non-Profit Organizations	3	MRKT3611

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LIST J: MINOR REQUIREMENTS (9 Credits)

Course Code	Course Title	Credits	Pre-requisite / Co-req. *
MRKT3621	Consumer Behavior	3	MRKT3611
MRKT3633	Advertising and Promotion	3	MRKT3611
MRKT4641	Marketing Research	3	MRKT3611
Total		9	

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LIST K: MINOR ELECTIVES (9 Credits)

Course Code	Course Title	Credits	Pre-requisite / Co-req. *
MRKT3631	Marketing Management	3	MRKT3611
MRKT3632	Retail Management	3	MRKT3611
MRKT3634	Marketing Channels	3	MRKT3611
MRKT3635	Sales Management	3	MRKT3611
MRKT3636	New Product Development	3	MRKT3611
MRKT3637	Relationship Marketing	3	MRKT3611
MRKT3638	Pricing Management	3	MRKT3611
MRKT4642	Customer relationship Management	3	MRKT3611
MRKT4651	Business Marketing	3	MRKT3611
MRKT4652	Marketing of Services	3	MRKT3611
MRKT4653	Special Topics in Marketing	3	MRKT3611
MRKT4654	Business Ethics	3	MRKT3611
MRKT4635	Internet Marketing	3	MRKT3611
MRKT4656	Social Marketing	3	MRKT3611
MRKT4657	Marketing for Non-Profit Organizations	3	MRKT3611
MRKT4661	International Marketing	3	MRKT3611