



**Zarqa University**  
**Curriculum / Study Plan for**  
**Master Degree in Marketing**  
**PROGRAM Marketing /Comprehensive Exam Track**

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Faculty of Economics and Administrative Sciences / Department of Marketing

**GENERAL RULES AND CONDITIONS:**

The study plan consists of (33) credit hours as follows:

**I. Compulsory Courses:** (24) credit hours as follows:

Course no.	Course title	Cr. Hrs.	Pre-requisite
1305718	Advanced Production and operations Management	3	
1307702	Research Methodology in Administrative Sciences	3	
1307703	Marketing Management	3	
1307704	Advanced Financial Management	3	
1307723	Consumer Behavior	3	
1307724	International Marketing	3	
1307726	Services Marketing	3	
1307780	Advanced Topics in Marketing	3	

**II. Elective courses:** (9) credit hours to be chosen from one of the following Subjects:

Course no.	Course title	Cr. Hrs.	Pre-requisite
1303718	Advanced Managerial Accounting	3	
1305712	Advanced Strategic Management	3	
1305716	Advanced Organization Behavior	3	
1307710	Logistics Business Management	3	
1307725	Marketing Strategies	3	
1307727	Integrated Marketing Communications	3	

**III. Comprehensive Exam:**

Course no.	Course title	Cr. Hrs.	Pre-requisite
1307798	Comprehensive Exam	0	

Codes of knowledge fields:

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|--------------|--------------|-------------------------------------|----------------------------|
| 1. Research  | 2. Marketing | 3. Accounting                       | 4. Business Administration |
| 6. Marketing | 7. Marketing | 9. Project / Thesis / Comprehensive |                            |