



Zarqa University
Curriculum / Study Plan for
Master Degree in Marketing
PROGRAM: Marketing / Thesis Track

Faculty of Economics and Administrative Sciences / Department of Marketing

GENERAL RULES AND CONDITIONS: This plan conforms to the regulations of the general frame work set by The Graduate Studies.

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

I. Compulsory Courses: (15) credit hours as follows:

Course no.	Course title	Cr. Hrs.	Pre-requisite
1307702	Research Methodology in Administrative Sciences	3	
1307703	Marketing Management	3	
1307723	Consumer Behavior	3	
1307724	International 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	
1305718	Advanced Production and Operations Management	3	
1307704	Advanced Financial Management	3	
1307725	Marketing Strategies	3	
1307726	Services Marketing	3	
1307727	Integrated Marketing Communications	3	

III. Thesis:

Course no.	Course title	Cr. Hrs.	Pre-requisite
1307799	Thesis	9	
1307000	Thesis In Progress	0	

Codes of knowledge fields:	1. Research	2.	3. Accounting	4.	5. Business Administration	6.
	7. Marketing		9. Project / Thesis / Comprehensive			