جامعـــة الطائـــــف   **Taif University**

Study Plans

Major : 112201   Marketing

Edition : 38

Total Hours : 70

Level : First			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1401110-3	Principles of Management		
1401111-3	Business Mathematics		
1401112-3	Principles of Economics		
1401113-3	Computer Applications in Marketing		
1401114-3	Principles of Commercial Law		
999801-2	English for Academic Purposes (١)		

Level : Second			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1401120-3	Principles of Marketing	1401110-3	Principles of Management
1401121-3	Business Statistics		
1401122-3	Electronic Financial Accounting		
1401123-3	Consumer Behavior		
990211-2	Arabic Language Skills		
999802-2	English for Academic Purposes ٢	999801-2	English for Academic Purposes (١)

Level : Third			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1401230-3	Marketing Channels		
1401231-3	Retail Commerce		
1401232-3	Advertising		
1401233-3	Sales Management		
1401234-3	International Marketing		
1401235-2	Electronic Commerce	1401113-3	Computer Applications in Marketing
990112-2	Islamic Culture (Morals and Values)		

Level : Forth			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1401240-3	Electronic Marketing	1401120-3	Principles of Marketing
1401241-3	Marketing Research	1401120-3	Principles of Marketing
1401242-3	Marketing Ethics	1401120-3	Principles of Marketing
1401243-3	Contemporary Marketing Issues	1401120-3	Principles of Marketing
1401244-3	Service Marketing	1401120-3	Principles of Marketing
1401245-3	Field Training		

جامعـــة الطائـــــف   Taif University

Study Plans

Major :   112201   Marketing

Edition :   1

Total Hours : 72

Level : First			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
103101-3	Arabic Language I		
2004101-2	Islamic Culture (١)		
202001-3	Business Mathematics (١)		
601001-2	The system of government in Saudi Arabia		
601011-3	Fundamentals of Management		
603001-3	Computer Applications in Administration (١)		
981101-3	English Language I		

Level : Second			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
601003-3	Business Mathematics (٢)	202001-3	Business Mathematics (١)
601004-3	Business Statistics (١)	202001-3	Business Mathematics (١)
602001-3	Fundamentals of Marketing	601011-3	Fundamentals of Management
603003-3	Computer Applications in Administration (٢)	603001-3	Computer Applications in Administration (١)
605001-3	Microeconomics	601011-3	Fundamentals of Management
981102-3	English Language II	981101-3	English Language I

Level : Third			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
316101-2	Thinking and Learning Skills		
600130-2	Communication Skills		
601005-3	Management of Distribution Channels	602001-3	Fundamentals of Marketing
602002-3	Intenational Marketing	602001-3	Fundamentals of Marketing
603004-3	Saudi Commercial Law		
605002-2	Pricing	602001-3	Fundamentals of Marketing
606001-3	Principles of Accounting		

Level : Forth			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
602004-3	Electronic Marketing	602001-3	Fundamentals of Marketing
602005-3	Marketing Research	602001-3	Fundamentals of Marketing
602006-3	Field Training		
602202-2	Selling skills and sales management	602001-3	Fundamentals of Marketing
602203-3	Consumer Behaviour	602001-3	Fundamentals of Marketing
605002-3	Quantum Economic Analysis	605001-3	Microeconomics

Study Plans

Major :   112202   Executive Secretaryship and Office Management

Edition :   38

Total Hours : 70

Level : First			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1410110-3	Principles of Management		
1410111-3	Principles of Microeconomics		
1410112-3	Typing Skills (Arabic/ English)		
1410113-3	Computer Applications in The Office		
990211-2	Arabic Language Skills		
999801-2	English for Academic Purposes (١)		

Level : Second			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1410120-3	Principles of Management Information Systems	1410113-3	Computer Applications in The Office
1410121-3	Management of Administrative Records		
1410122-3	Accounting ١ with Computer		
1410123-3	Writing of Administrative Correspondence and Reports (Arabic)	1410112-3	Typing Skills (Arabic/ English)
999802-2	English for Academic Purposes ٢	999801-2	English for Academic Purposes (١)

Level : Third			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1410230-3	Organizational Behavior	1410110-3	Principles of Management
1410231-3	Writing of Administrative Correspondence and Reports (English)	1410123-3	Writing of Administrative Correspondence and Reports (Arabic)
1410232-3	Accounting ٢ with Computer	1410122-3	Accounting ١ with Computer
1410233-3	Human Resources Management	1410110-3	Principles of Management
1410234-3	Managerial Communications	1410110-3	Principles of Management
		1410120-3	Principles of Management Information Systems
1410235-3	Public Relations Management		
990112-2	Islamic Culture (Morals and Values)		

Level : Forth			
Course No.	**Course Name**	**prerequisite**	**prerequisite Name**
1410240-3	Cost Accounting	1410232-3	Accounting ٢ with Computer
1410241-3	Office Management		
1410242-3	Business Ethics		
1410243-3	Medical Terminologies		
1410244-2	Time Management	1410110-3	Principles of Management
1410245-6	Field Training		