



**College of Economics, Management and Information Systems**  
**Department of Management**  
**Degree Plan for B.A. in Marketing (Revised Fall 2019, Updated May 2021)**  
**Minimum No. of Credits for Graduation = 130**

<b>University Requirements = 24 Credits</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Pre-Requisite/s</b>	<b>Co-Requisite/s</b>
ARAB100	Arabic Language I	3		
ARAB101	Arabic Language II	3	ARAB100	
COMP101/L	Computer Skills	3	DL, MATH001	COMP101L
HIST150	Islamic Civilization	3	UNLS001, LIFE001	
ENGL150	English Language I	3		
ENGL152	English Language II	3	ENGL150	
ENGL155	Communication Skills	3	ENGL152	
MNGT100/L	Entrepreneurship Creativity and Innovation	3	Should have completed a minimum of 45 credit hours	MNGT100L
<b>University Electives = 3 Credits</b>				
<b>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</b>				
<b>College Requirements = 37 Credits</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Pre-Requisite/s</b>	<b>Co-Requisite/s</b>
ACCT101	Introduction to Accounting	3		
BUSI101	Introduction to Business	3		
BUSI102	Business Law in Oman	3		
BUSI205	Technical Writing for Business	2	BUSI101, ENGL150	
ECON101	Introduction to Economics	3		
INFS141/L	Introduction to Computers in Business	3	COMP101/L	INFS141L
MATH116/L	Pre-Calculus	4	MATH001	MATH116L
MNGT101	Introduction to Management	3		
MNGT102	Organizational Behavior	3		
MNGT201	Administration and Business Systems in Oman	3	MNGT101, BUSI101	
MRKT101	Introduction to Marketing	3		
STAT101/L	Introduction to Statistics	4		STAT101L
<b>College Electives = 6 Credits</b>				
<b>Two (2) courses to be chosen from the List of College Electives specified for Marketing major</b>				

<b>Department Requirements = 54 credits</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Pre-Requisite/s</b>	<b>Co-Requisite/s</b>
BUSI203	Business Environment and Business Policies	3	BUSI101	
ECON102	Principles of Micro Economics	3	ECON101	
ECON103	Principles of Macro Economics	3	ECON101	
FINA201	Business Finance	3	ACCT101	
MNGT204	Introduction to Operations Management	3	MNGT101, ECON101	
MNGT403	Strategic Management	3	MNGT101, BUSI203	
MRKT202	Consumer Behavior	3	MRKT101	
MRKT203	Retail Marketing	3	MRKT101	
MRKT206	Industrial Marketing	3	MRKT101	
MRKT301	International Marketing	3	MRKT202	
MRKT304	Services Marketing	3	MRKT206	
MRKT305	Logistics Marketing	3	MRKT203	
MRKT402	Advertising and Sales Promotion	3	MRKT202	
MRKT 405	Marketing Management	3	MRKT101/ BUSI203	
MNGT 454	Internship in Management	6	Should have completed a minimum of 90 credit hours	
MNGT 455	Graduation Project	6	Should have completed a minimum of 90 credit hours	
<b>Department Electives = 6 Credits</b>				
<b>Two (2) courses to be chosen from the following courses</b>				
<b>Course Code</b>	<b>Course Title</b>	<b>No. of Credits</b>	<b>Pre-Requisite/s</b>	<b>Co-Requisite/s</b>
BUSI202	E-Commerce	3	INFS141/L	
MNGT303	Entrepreneurship	3	MNGT100/L	
MNGT310	Operations of Services	3	MNGT204	
MRKT306	Sales Management	3	MRKT206	
MRKT404	Marketing Research	3	MRKT202	

## List of College Electives

<b>College Electives</b> <b>Bachelors in Marketing</b> <i>Students shall choose any two courses (06 credit hours) from the following</i>				
Course Code	Course Title	No. of Credits	Pre-Requisite/s	Co-Requisite/s
ACCT102	Financial Accounting-I	3	ACCT101	
ACCT103	Cost Accounting	3	ACCT101	
ACCT208	Computerized Accounting Systems	3	COMP101/L ACCT101	
FINA 301	International Finance	3	ACCT 101	
FINA202	Principles of Investment	3	FINA201	
ECON203	International Trade	3	ECON102	
ECON304	Economics of GCC	3	ECON103	
MNGT207	Human Resources Management	3	MNGT101	
MNGT311	International Business Management	3	MNGT101, BUSI101	
MNGT324	Organizational Development and Change	3	MNGT102	
MNGT306	Manufacturing Planning and Control	3	MNGT 204	
MNGT430	Total Quality Management	3	MNGT 204	
MNGT304	Management of Tourism Services	3	MNGT101	
MNGT305	Management of Tour Operations	3	MNGT101	
INFS101/L	Introduction to Information Systems	3	COMP101/L	INFS101L
INFS103/L	Internet Technology	3	COMP101/L	INFS103L