



College of Economics, Management and Information Systems  
Department of Management  
Degree Plan for Diploma in Marketing (Revised Fall 2019, Updated May 2021)  
Minimum No. of Credits for Graduation = 73

<b>University Requirements = 21 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	
MNGT100/L	Entrepreneurship Creativity and Innovation	3	Min. 45 Cr. Hrs.	MNGT100L
<b>College Requirements = 19 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		
ECON101	Introduction to Economics	3		
MNGT101	Introduction to Management	3		
MRKT101	Introduction to Marketing	3		
STAT101/L	Introduction to Statistics	4		STAT101L
<b>Department Requirements=33 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>
BUSI102	Business Law in Oman	3		
BUSI203	Business Environment and Business Policies	3	BUSI101	
BUSI205	Technical Writing for Business	2	BUSI101, ENGL150	
MATH116/L	Pre-Calculus	4	MATH001	MATH116 L
MNGT102	Organizational Behavior	3		
MRKT202	Consumer Behavior	3	MRKT101	
MRKT203	Retail Marketing	3	MRKT101	
MRKT206	Industrial Marketing	3	MRKT101	
MRKT304	Services Marketing	3	MRKT206	
MRKT 405	Marketing Management	3	MRKT101/BUSI203	
MRKT402	Advertising and Sales Promotion	3	MRKT202	