


\*Applicable to the students who joined CEMIS in Fall Semester 2019 and after

 <b>University of Nizwa</b> <b>College of Economics, Management and Information Systems</b> <b>Study Plan for Diploma in Marketing (Revised 2019*, Updated May 2021)</b>													
C-Credit Hours, L- Credit Lecture, P- Credit Practical													
University Requirements (UR=21)				College Requirements (CR=19)				Department Requirements (DR= 33 )					
Y	Course Code	Course Title	P-Req or Co-Req	C	L	P	Course Code	Course title	P-Req or Co-Req	C	L	P	
<b>Semester One</b>							<b>Semester Two</b>						
1	ARAB100	Arabic Language I (UR)		3	3	-	ACCT101	Intro. to Accounting (CR)		3	3	-	
	COMP101/L	Computer Skills (UR)	COMP101L, DL MATH001	3	3	-	ARAB101	Arabic Language II (UR)	ARAB 100	3	3	-	
	ENGL 150	English Language I (UR)		3	3	-	BUSI101	Introduction to Business (CR)		3	3	-	
	ECON101	Intro. to Economics (CR)		3	3	-	MRKT101	Introduction to Marketing (CR)		3	3	-	
	MATH116/L	Pre-Calculus (DR)	MATH001,MATH116L	4	3	2	ENGL152	English Language II (UR)	ENGL 150	3	3	-	
				<b>16</b>	<b>15</b>	<b>2</b>				<b>15</b>	<b>15</b>	<b>-</b>	
<b>Semester Three</b>							<b>Semester Four</b>						
2	MNGT100/L	Entrepreneurship Creativity and Innovation (UR)	MNGT100L 45 Cr. Hrs	3	2	2	BUSI 205	Technical Writing for Business (DR)	BUSI101 ENGL150	2	2	-	
	MNGT101	Introduction to Management (CR)		3	3	-	MRKT203	Retail Marketing (DR)	MRKT101	3	3	-	
	HIST150	Islamic Civilization (UR)	LIFE001 UNLS001	3	3	-	MRKT206	Industrial Marketing (DR)	MRKT101	3	3	-	
	MNGT102	Organizational Behavior (DR)		3	3	-	MRKT304	Services Marketing (DR)	MRKT206	3	3	-	
	BUSI102	Business Law in Oman (DR)		3	3	-	STAT101/L	Intro. to Statistics (CR)	STAT 101L	4	3	2	
	MRKT202	Consumer Behaviour (DR)	MRKT101	3	3	-	MRKT 405	Marketing Management (DR)	MRKT101/ BUSI203	3	3	-	
	BUSI203	Business Environment and Business Policies (DR)	BUSI101	3	3	-	MRKT 402	Advertising and Sales Promotion (DR)	MRKT202	3	3	-	
				<b>21</b>	<b>20</b>	<b>2</b>				<b>21</b>	<b>20</b>	<b>2</b>	
<b>Total</b>												<b>73</b>	

This is the suggested study plan. Students are advised to register courses during summer semesters to complete the graduation requirements within stipulated period