



Study Year : 2015-2016	Study Semester : First Semester
Major : Electronic Marketing and Social Media	Plan Hours : 132
Plan Type : Regular	Qualification : Bachelor
Section : Requirement university prerequisite	Section Hours : 12

Course		Hours	Requisite		
No.	Title		No.	Name	Status
11100	Computer Skills (Remedial)	0			
31019	Arabic Language (Remedial)	0			
31029	English Language (Remedial)	0			
31111	Arabic Language	3	31019	Arabic Language (Remedial)	Prerequisite
31121	English Language	3	31029	English Language (Remedial)	Prerequisite
31151	National Education (Jordanian Students)	3			
31153	Introduction to Society, Technology and Environment Protection	0			
31251	Military Science (Jordanian Students)	3			

Section : Optional University Prerequisite (General) **Section Hours** : 6

Course		Hours	Requisite		
No.	Title		No.	Name	Status
20252	Arab Islamic Scientific Heritage	3			
31100	Sports and Health	3			
31152	Arabic Islamic Civilization	3			
31161	Introduction to Library Science	3			
31171	History of Science	3			
31211	Arabic Literature	3	31111	Arabic Language	Prerequisite
31261	Introduction to Politics and Economic Science	3			
31262	Introduction to Educational Science	3			
31271	Environmental Science	3			
31351	Contemporary Issues in the Arab World	3			
31352	Jerusalem : History and Facts	3			
31361	Introduction to Philosophy	3			
31371	Health Education	3			



Section : Optional University Prerequisite (Scientific, practical) **Section Hours** : 9

Course		Hours	Requisite		
No.	Title		No.	Name	Status
31130	Foreign languages	3			
31255	Entrepreneurship for Business	3	00060	Finish 60 Credit Hours	
31311	Scientific Research Methods	3			
31372	Business Skills	3		Finish 60 Credit Hours	

Section : Requirement College Prerequisite **Section Hours** : 24

Course		Hours	Requisite		
No.	Title		No.	Name	Status
20131	Mathematics for Business	3			
20235	Statistical Methods for Business	3			
33101	Principles of Management	3			
34101	Principles of Accounting (1)	3			
35101	Principles of Marketing	3			
36101	Management Information Systems	3			
36111	Computer Applications in Business	3			
36122	Microeconomics	3			



Section : Requirement Division Prerequisite

Section Hours : 66

Course		Hours	Requisite		
No.	Title		No.	Name	Status
33445	Commercial & Electronic Legislation	3		Finish 99 Credit Hours	
35103	Introduction to Electronic Marketing	3	35101	Principles of Marketing	Prerequisite
			36101	Management Information Systems	Prerequisite
35105	Marketing Social Media	3	35101	Principles of Marketing	Prerequisite
35202	Consumer Behavior	3	35101	Principles of Marketing	Prerequisite
35215	Marketing Management	3	33101	Principles of Management	Prerequisite
			35101	Principles of Marketing	Prerequisite
35217	Services Marketing	3	35101	Principles of Marketing	Prerequisite
35218	Sales Management	3	33101	Principles of Management	Prerequisite
			35101	Principles of Marketing	Prerequisite
35233	Fundamentals of Graphic Design for Business	3			
35235	Communication Skills and Technologies	3			
35314	E. Marketing Channels	3	35218	Sales Management	Prerequisite
35319	Marketing Research	3	20235	Statistical Methods for Business	Prerequisite
			35202	Consumer Behavior	Prerequisite
35323	Integrated E- Marketing Communication	3	35235	Communication Skills and Technologies	Prerequisite
35326	Advertising Technology	3	35235	Communication Skills and Technologies	Prerequisite
35336	Designing of commercial Websites	3	35233	Fundamentals of Graphic Design for Business	Prerequisite
35397	Field Training	3		Finish 90 Credit Hours	
35407	International Marketing	3	35323	Integrated E- Marketing Communication	Prerequisite
35410	Customers Relations Management	3	35101	Principles of Marketing	Prerequisite
			36232	E-Business for Business Students	Prerequisite
35417	Marketing through Social Network	3	35319	Marketing Research	Prerequisite
35424	Global Marketing Strategies	3	35314	E. Marketing Channels	Prerequisite
35498	Graduation Project (1)	1	35397	Field Training	Prerequisite
35499	Graduation Project (2)	2	35498	Graduation Project (1)	Prerequisite
36222	Macroeconomics	3	36122	Microeconomics	Prerequisite
36232	E-Business for Business Students	3	36101	Management Information Systems	Prerequisite



Section : Optional Division Prerequisite

Section Hours : 15

Course		Hours	Requisite		
No.	Title		No.	Name	Status
33309	Business Ethics and Social Responsibility	3		Finish 60 Credit Hours	
33432	Purchasing and Inventory Management	3	33101	Principles of Management	Prerequisite
34102	Principles of Accounting (2)	3	34101	Principles of Accounting (1)	Prerequisite
34216	Financial Management	3	33101	Principles of Management	Prerequisite
35308	Product and Brand Management	3	35202	Consumer Behavior	Prerequisite
35415	Quotation Policies	3	35323	Integrated E- Marketing Communication	Prerequisite
35419	Marketing through Mobile	3	35323	Integrated E- Marketing Communication	Prerequisite
35422	Electronic Tourism	3	35217	Services Marketing	Prerequisite
35435	Modern E-marketing Topics	3	35323	Integrated E- Marketing Communication	Prerequisite
35436	Interactive Web Design and Analysis	3	35336	Designing of commercial Websites	Prerequisite
35437	Marketing through Research Engines	3	35323	Integrated E- Marketing Communication	Prerequisite
36326	Banking	3	36122	Microeconomics	Prerequisite