



College of Graduate Studies
Study Plan of the Master's Program
Major:
Track: Comprehensive Exam
Total Plan Hours: (33) Crdt.Hrs
Academic Year: 2025/2026



Compulsory requirements (24) Crdt.Hrs			
Course No.	Course Name	Crdt.Hrs	Pre. Course
2109710	Marketing Research	3
2109711	Advanced Marketing Management	3
2109712	Servies Marketing	3	2019711
2109701	E-Marketing	3	2109711
2109713	Social Media Marketing	3	2109711
2109720	E-Marketing Strategies	3	2109711
2109714	Online Consumer Behavior	3	2109711
2109722	Integrated E- Marketing Commuincations	3	2109711

Elective requirements (9) Crdt.Hrs			
Course No.	Course Name	Crdt.Hrs	Pre. Course
2109702	Internationa Marketing	3	2109711
2109721	Searh Engine Marketing (SEM)	3	2109711
2109715	Strategic Brand Management	3	2109711
2109716	Customer Relationship Management (CRM)	3	2109711
2109730	Contemporary Issues in E- Marketing	3	2109711

Course No.	Course Name	Crdt.Hrs
	COMPREHENSIVE EXAM	0
1802799	THE NATIONAL ALTERNATIVE ENGLISH LANGUAGE COURSE	6
0000000	REGESTRATION CONTINUITY	0