



**Arab Open University, Faculty of Business Studies (Oman)**

**Study Plan (new 2022) - BA (Hons) in MARKETING**

**8 Semester Degree Plan**

Semester: 1						Semester 2					
S#	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	
1	AR113	Arabic Communication Skills	None	3	3	EL112	English Communication Skills II	EL111	3	3	
2	EL111	English Communication Skills I	None	3	3	GB102	Principles of Entrepreneurship for Non-Specialists	None	3	3	
3	GR118	Life Skills and Coexistence	None	3	3	BUC111	Business Communication - 1	EL111	4	4	
4	GT101	Learning and Information Technology	None	3	3	ECO101	Principles of Microeconomics	None	4	4	
<b>Total</b>				<b>12</b>	<b>12</b>	<b>Total</b>				<b>14</b>	<b>14</b>
Semester: 3						Semester: 4					
S#	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	
1	BUS112	Business Communication - 2	BUC111	4	4	ECO102 (or) BUS115	Principles of Macroeconomics (Or) Small Business Management	ECO101/ EL112	4	4	
2	MGT111	Principles of Management -1	EL111	4	4	MGT112	Principles of Management - 2	MGT111	4	4	
3	ACT111	Financial Accounting	EL111	4	4	ACT112	Managerial Accounting	EL111	4	4	
4	BUS101	Introduction to Math for Business	None	4	4	BUS102	Introduction to Statistics	None	4	4	
3	MKT111	Principles of Marketing - 1	EL111	4	4	MKT112	Principles of Marketing - 2	EL111	4	4	
<b>Total</b>				<b>20</b>	<b>20</b>	<b>Total</b>				<b>20</b>	<b>20</b>
Semester: 5						Semester: 6					
S#	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	
1	B207A	Shaping Business Opportunities - I	MKT112 + MGT112	8	8	B207B	Shaping Business Opportunities - II	B207A + BUC112	8	8	
2	B206	Understanding Customers	BUC112 + ACT 112	8	8	BUS208	Contemporary Issues in Marketing	B206 + MKT112	8	8	
3	GR111 (Or) GR131	Arabic Islamic Civilization (Or) Oman Civilization	None	3	3						
<b>Total</b>				<b>19</b>	<b>19</b>	<b>Total</b>				<b>16</b>	<b>16</b>
Semester: 7						Semester: 8					
S#	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	Course Code	Course Title	Pre-Requisites	Credit Hours	Contact Hours (weekly)	
1	BUS310	Strategic Management	B207B	8	8	B328	Marketing in Action	BUS208	8	8	
2	B327	Sustainable Enterprise and Innovation	B207B	8	8	MMK332	Digital Marketing	BUS208	4	4	
3						MKT331	Services Marketing	BUS208	4	4	
<b>Total</b>				<b>16</b>	<b>16</b>	<b>Total</b>				<b>16</b>	<b>16</b>
									<b>Total Credits:</b>		<b>133</b>