



Date: 14-12-2020 02:04:23

**Contract Sheet of:** Marketing - Master Degree (MMKT)

| <b>Core Requirements</b>                        |                                    |                |                       |                      |
|---|------------------------------------|----------------|-----------------------|----------------------|
| <b>Code</b>                                     | <b>Title</b>                       | <b>Credits</b> | <b>Pre-Requisites</b> | <b>Co-Requisites</b> |
| ADM508  | Statistics & SPSS                  | 2.00           |                       |                      |
| ADM509  | Advanced Quantitative Methods      | 2.00           |                       |                      |
| ADM518  | Advanced Marketing Management      | 2.00           |                       |                      |
| ADM522  | Organization Theory                | 2.00           |                       |                      |
| ADM526  | Research Methodology               | 2.00           |                       |                      |
| ADM534  | Advanced Financial Management      | 2.00           |                       |                      |
| Total   |                                    | 12             |                       |                      |
| <b>Major Requirements</b>                       |                                    |                |                       |                      |
| <b>Code</b>                                     | <b>Title</b>                       | <b>Credits</b> | <b>Pre-Requisites</b> | <b>Co-Requisites</b> |
| MAN510  | Strategic Management               | 3.00           |                       |                      |
| MKT512  | Service Marketing                  | 3.00           |                       |                      |
| MKT514  | Contemporary Issues in Marketing   | 3.00           |                       |                      |
| MKT523  | Advanced Marketing Research        | 3.00           |                       |                      |
| MKT532  | Digital and Social Media Marketing | 3.00           |                       |                      |
| MKT590  | Thesis in Marketing                | 12.00          |                       |                      |
| QAM505  | Advanced Quality Management        | 3.00           |                       |                      |
| Total   |                                    | 30             |                       |                      |
| <b>Major Elective Courses</b>                   |                                    |                |                       |                      |
| <b>Code</b>                                     | <b>Title</b>                       | <b>Credits</b> | <b>Pre-Requisites</b> | <b>Co-Requisites</b> |
| There are no Major Elective Courses             |                                    |                |                       |                      |
| <b>Major Emphasis Courses</b>                   |                                    |                |                       |                      |
| <b>Code</b>                                     | <b>Title</b>                       | <b>Credits</b> | <b>Pre-Requisites</b> | <b>Co-Requisites</b> |
| There are no Major Emphasis Courses             |                                    |                |                       |                      |
| <b>General Education Electives</b>              |                                    |                |                       |                      |
| <b>Code</b>                                     | <b>Title</b>                       | <b>Credits</b> | <b>Pre-Requisites</b> | <b>Co-Requisites</b> |
| There are no General Education Elective Courses |                                    |                |                       |                      |

**Major Total Credits:** 42