



Jinan University of Lebanon
Faculty of Business Administration
Master MMKT (Marketing)



Revised Study Plan 2019-2020 for the graduate Marketing

Year 1, Fall Semester

Code	Course Title		Credits Units	Pre-Requisites
ADMXXX	Statistics and SPSS (new)	CR	2	
ADM516	Marketing Management	CR	2	
ADM526	Research Methodology	CR	2	
ADM522	Organization Theory	CR	2	
MAN520	Strategic Management	MR	3	
	Total Credits		11	

Year 1, Spring Semester

Code	Course Title		Credits Units	Pre-Requisites
ADM509	Advanced Quantitative Methods	CR	2	
ADM532	Advanced Financial Management (new)	CR	2	
MKT***	Contemporary Issues in Marketing (new)	MR	3	
MKT***	Service Marketing (new)	MR	3	
	Total Credits		10	

Year 2, Fall Semester

Code	Course Title		Credits Units	Pre-Requisites
MKT***	Marketing Research (new)	MR	3	
QAM505	Advanced Quality Management	MR	3	
MKTXXX	Digital and Social Media Marketing (new)	MR	3	
	Total Credits		9	

Year 2, Spring Semester

Code	Course Title		Credits Units	Pre-Requisites
MKT590	Thesis Management		12	
	Total Credits		12	

CR	Core Requirements	12 Credits
MR	Major Requirements	30 Credits
Total Credits		42 Credits