

Study Plan for the Master of Science in Marketing Non-Thesis Track

FIRST YEAR (18 credit hours)			SECOND YEAR (12 credit hours)		
Fall Semester			Fall Semester		
Course #	Course Title	Cr Hrs.	Course #	Course Title	Cr Hrs.
MAKT 600	Consumer Behavior	3	XXXX XXX	Elective Course	3
MAKT 604	Marketing Management	3	XXXX XXX	Elective Course	3
MAGT 612	Business Research Methods	3			
Total Credit Hours in Semester [9]			Total Credit Hours in Semester [6]		
Spring Semester			Spring Semester		
Course #	Course Title	Cr Hrs.	Course #	Course Title	Cr Hrs.
MAKT 609	Marketing Strategy	3	XXXX XXX	Elective Course	3
MAKT 601	Integrated Marketing Communications	3	MAKT 680	Marketing Consulting Project	3
XXXX XXX	Elective Course	3			
Total Credit Hours in Semester [9]			Total Credit Hours in Semester [6]		

Elective courses:

- MAKT 605 Entrepreneurial Marketing
- MAKT 607 Islamic Marketing and Branding
- MAKT 608 Special Topics in Marketing
- MAGT 604 Management for Change and Innovation
- MAGT 607 International Business Management
- MAGT 609 Entrepreneurship and Small Business Management
- MAKT 602 Fundamentals of Sports Marketing
- MAKT 606 Advances in Sports Marketing
- MAKT 603 Events Marketing