Shaqra University
College of Engineering
Mechanical Engineering Department

جامعة شقراء
كلية الهندسة بالدوادمي
قسم الهندسة الميكانيكية

Academic Plan for the Degree of Bachelor of Science in Mechanical Engineering

(The program is preceded by a 2-level preparatory year)

Level 3				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
IC 101	Introduction to Islamic Culture	2		
MATH 105	Differential Calculus	3		
CHEM 101	General Chemistry (1)	4		
PHYS 103	General Physics (1)	4		
GE 211	Computer Programming	3		
GE 106	Introduction to Engineering	2		
Total		**18**		

Level 4				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
ARAB 101	Language Skills	2		
MATH 106	Integral Calculus	3		
MATH 107	Vectors & Matrices	3		
PHYS 104	General Physics (2)	4		
GE 107	Engineering Drawing and Design	3		
ENGL 106	English composition	3		
Total		**18**		

Level 5				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
IC 102	Islam and Society	2		
MATH 203	Calculus for Engineering Students	3	MATH 106 MATH 107	
CE201	Statics	3	MATH 106 MATH 107	
ENGL107	Technical writing	3		
ME254	Materials Engineering	3	CHEM 101 PHYS 104	
ME371	Thermodynamics (1)	3	PHYS 104	
Total		**17**		

Level 6				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
IC 103	The Islamic Economic System	2		
MATH 204	Differential Equations	3	MATH 203	
ME202	Dynamics	3	CE201	
ME383	Fluid mechanics	3	ME371	
ME311	Manufacturing processes	3	ME254	ME352
ME352	Mechanics of materials	3	CE201	
Total		**17**		

Level 7				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
ARAB 103	Expository Writing	2		
MATH 254	Numerical Methods	3	MATH 107	
ME201	Geometric modelling	2	GE106	
ME304	Mechanical Eng. Design (1)	3	ME352	
ME321	Mechanical measuremnets	2	ME383	
ME363	Mechanics of machinery	3	ME202	
ME374	Thermodynamics (2)	2	ME371	
Total		**17**		

Level 8				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
IC104	Fundamentals of islamic political system	2		
EE308	Electrical Circuits and machines	3	PHYS 104	
STAT324	Engineering probability ans statistics	3		
ME322	Mechanical Engineering Lab (1)	2		ME375 ME321
ME364	System Dynamics and Control	3	ME202	
ME375	Heat transfer	3	ME383	
Total		**16**		

Level 9				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
GE404	Management of Engineering Projects	2		
GE490	Ethics and Professional Practice	2		
ME999	Cooperative summer training	0		
ME496	Senior Design Project-1	2		
ME xxx	Specilaized elective courses	11		
Total		**17**		

Level 10				
Course Code	Course Title	Credit Hours	Requisite	
			Prerequisite	Corequisite
GE403	Engineering Economy	2		
ME497	Senior Design Project-1	2		
ME xxx	Specilaized elective courses	12		
Total		**16**		

الخطة الأكاديمية لدرجة البكالوريوس في تخصص الهندسة الميكانيكية

(يسبق البرنامج سنة تحضيرية من مستويين)

المستوى الرابع

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	المهارات اللغوية	عرب 101
	ريض 105	3	حساب التكامل	ريض 106
	ريض 105	3	المتجهات والمصفوفات	ريض 107
	فيز 103	4	فيزياء عامة (2)	فيز 104
		3	الرسم الهندسي والتصميم	هعم 107
		3	تراكيب اللغة الانجليزية	نجم 106
		18	**المجموع**	

المستوى الثالث

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	المدخل الى الثقافة الاسلامية	سلم 101
		3	حساب التفاضل	ريض 105
		4	كيمياء عامة (1)	كيم 101
		4	فيزياء عامة (1)	فيز 103
		3	برمجة الحاسوب	هعم 211
		2	مقدمة الهندسة	هعم 106
		18	**المجموع**	

المستوى السادس

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	النظام الاقتصادي في الاسلام	سلم 103
	ريض 203	3	المعادلات التفاضلية	ريض 204
	همد 201	3	الديناميكا	همك 202
	همك 371	3	ميكانيكا الموائع	همك 383
همك 352	همك 254	3	أساليب التصنيع	همك 311
	همد 201	3	ميكانيكا المواد	همك 352
		17	**المجموع**	

المستوى الخامس

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	الاسلام وبناء المجتمع	سلم 102
	ريض 106 ريض 107	3	حساب التفاضل والتكامل	ريض 203
	ريض 106 ريض 107	3	الاستاتيكا	همد 201
		3	التحرير التقني	نجم 107
	كيم 101 فيز 104	3	المواد الهندسية	همك 254
	فيز 104	3	ديناميكا حرارية 1	همك 371
		17	**المجموع**	

المستوى الثامن

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	أسس النظام السياسي في الاسلام	سلم104
	فيز 104	3	الدوائر الكهربائية والالات	كهر308
		3	الاحتمالات والإحصاء الهندسي	احص324
همك 375 همك 321		2	معمل الهندسة الميكانيكية (1)	همك322
	همك 202	3	ديناميكا المنظومات والتحكم	همك364
	همك 383	3	انتقال الحرارة	همك375
		16	**المجموع**	

المستوى السابع

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	التحرير العربي	عرب103
	ريض 107	3	الطرائق العددية	ريض254
	هعم 106	2	نمذجة الأشكال الهندسية	همك201
	همك 352	3	التصميم الهندسي الميكانيكي (1)	همك304
	همك 383	2	القياسات الميكانيكية	همك321
	همك 202	3	ميكانيكا الالات	همك363
	همك 371	2	الديناميكا حرارية 2	همك374
		17	**المجموع**	

المستوى العاشر

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	الاقتصاد الهندسي	هعم403
		2	مشروع التخرج (2)	همك497
		12	مقررات اختيارية	همك ×××
		16	**المجموع**	

المستوى التاسع

المتطلب		الساعات المعتمدة	اسم المقرر	رمز المقرر
المتوافق	السابق			
		2	إدارة المشاريع الهندسية	هعم404
		2	اخلاقيات وممارسة المهنة	هعم490
		0	التدريب التعاوني للهندسة الميكانيكية	همك999
		2	مشروع التخرج (1)	همك 496
		11	مقررات اختيارية	همك ×××
		17	**المجموع**	

Marketing Course Specifications

Course Code: 391 Marketing — رمز المقرر: ٣٩١ تسويق
Course Name: Marketing — اسم المقرر: التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 301 Management — المتطلب السابق: ٣٠١ إدارة
Course Description: Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Management, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Management

Course Code: 392 Marketing Management — رمز المقرر: ٣٩٢ إدارة التسويق
Course Name: Marketing Management — اسم المقرر: إدارة التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Management, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research

Course Code: 393 Marketing Research — رمز المقرر: ٣٩٣ بحوث التسويق
Course Name: Marketing Research — اسم المقرر: بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research is the process of planning, collecting and analyzing data relevant to marketing decision making, communicating the results and the implications of the results to management. Topics include: Marketing Research, Marketing Information System, Marketing Environment, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Consumer Behavior

Course Code: 394 Consumer Behavior — رمز المقرر: ٣٩٤ سلوك المستهلك
Course Name: Consumer Behavior — اسم المقرر: سلوك المستهلك
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Consumer behavior is the study of how individuals, groups, and organizations select, buy, use, and dispose of ideas, goods, services, and experiences to satisfy needs and wants. Topics include: Consumer Behavior, Consumer Decision Making, Consumer Motivation, Consumer Perception, Consumer Learning, Consumer Attitudes, Consumer Personality, Consumer Lifestyles, Consumer Culture, Consumer Ethics, Consumer Research, Consumer Research, Consumer Research.

Advertising

Course Code: 395 Advertising — رمز المقرر: ٣٩٥ إعلان
Course Name: Advertising — اسم المقرر: الإعلان
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Advertising is the process of planning, creating, and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Advertising Management, Advertising Environment, Advertising Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Advertising Strategies, Advertising Ethics, Advertising Research, Advertising Plan, Advertising Mix, Advertising Strategy, Advertising Research, Advertising Plan, Advertising Mix, Advertising Strategy.

Sales Management

Course Code: 396 Sales Management — رمز المقرر: ٣٩٦ إدارة المبيعات
Course Name: Sales Management — اسم المقرر: إدارة المبيعات
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Sales management is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Sales Management, Sales Environment, Sales Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Sales Strategies, Sales Ethics, Sales Research, Sales Plan, Sales Mix, Sales Strategy, Sales Research, Sales Plan, Sales Mix, Sales Strategy.

Retailing

Course Code: 397 Retailing — رمز المقرر: ٣٩٧ تجزئة
Course Name: Retailing — اسم المقرر: التجزئة
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Retailing is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Retailing Management, Retailing Environment, Retailing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Retailing Strategies, Retailing Ethics, Retailing Research, Retailing Plan, Retailing Mix, Retailing Strategy, Retailing Research, Retailing Plan, Retailing Mix, Retailing Strategy.

Marketing Strategy

Course Code: 398 Marketing Strategy — رمز المقرر: ٣٩٨ استراتيجية التسويق
Course Name: Marketing Strategy — اسم المقرر: استراتيجية التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing strategy is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Strategy, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Ethics

Course Code: 399 Marketing Ethics — رمز المقرر: ٣٩٩ أخلاقيات التسويق
Course Name: Marketing Ethics — اسم المقرر: أخلاقيات التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing ethics is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Ethics, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Plan

Course Code: 400 Marketing Research Plan — رمز المقرر: ٤٠٠ خطة بحوث التسويق
Course Name: Marketing Research Plan — اسم المقرر: خطة بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research plan is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Plan, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Mix

Course Code: 401 Marketing Mix — رمز المقرر: ٤٠١ مزيج التسويق
Course Name: Marketing Mix — اسم المقرر: مزيج التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing mix is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Mix, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Strategy Plan

Course Code: 402 Marketing Strategy Plan — رمز المقرر: ٤٠٢ خطة استراتيجية التسويق
Course Name: Marketing Strategy Plan — اسم المقرر: خطة استراتيجية التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing strategy plan is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Strategy Plan, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Plan

Course Code: 403 Marketing Plan — رمز المقرر: ٤٠٣ خطة التسويق
Course Name: Marketing Plan — اسم المقرر: خطة التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing plan is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Plan, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Methods

Course Code: 404 Marketing Research Methods — رمز المقرر: ٤٠٤ طرق بحوث التسويق
Course Name: Marketing Research Methods — اسم المقرر: طرق بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research methods is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Methods, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Data Analysis

Course Code: 405 Marketing Research Data Analysis — رمز المقرر: ٤٠٥ تحليل بيانات بحوث التسويق
Course Name: Marketing Research Data Analysis — اسم المقرر: تحليل بيانات بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research data analysis is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Data Analysis, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Report

Course Code: 406 Marketing Research Report — رمز المقرر: ٤٠٦ تقرير بحوث التسويق
Course Name: Marketing Research Report — اسم المقرر: تقرير بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research report is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Report, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Presentation

Course Code: 407 Marketing Research Presentation — رمز المقرر: ٤٠٧ عرض بحوث التسويق
Course Name: Marketing Research Presentation — اسم المقرر: عرض بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research presentation is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Presentation, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Project

Course Code: 408 Marketing Research Project — رمز المقرر: ٤٠٨ مشروع بحوث التسويق
Course Name: Marketing Research Project — اسم المقرر: مشروع بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research project is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Project, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Thesis

Course Code: 409 Marketing Research Thesis — رمز المقرر: ٤٠٩ رسالة بحوث التسويق
Course Name: Marketing Research Thesis — اسم المقرر: رسالة بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research thesis is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Thesis, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Thesis Defense

Course Code: 410 Marketing Research Thesis Defense — رمز المقرر: ٤١٠ دفاع رسالة بحوث التسويق
Course Name: Marketing Research Thesis Defense — اسم المقرر: دفاع رسالة بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research thesis defense is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Thesis Defense, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Thesis Defense Presentation

Course Code: 411 Marketing Research Thesis Defense Presentation — رمز المقرر: ٤١١ عرض دفاع رسالة بحوث التسويق
Course Name: Marketing Research Thesis Defense Presentation — اسم المقرر: عرض دفاع رسالة بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research thesis defense presentation is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Thesis Defense Presentation, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Thesis Defense Report

Course Code: 412 Marketing Research Thesis Defense Report — رمز المقرر: ٤١٢ تقرير دفاع رسالة بحوث التسويق
Course Name: Marketing Research Thesis Defense Report — اسم المقرر: تقرير دفاع رسالة بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research thesis defense report is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Thesis Defense Report, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Thesis Defense Presentation Report

Course Code: 413 Marketing Research Thesis Defense Presentation Report — رمز المقرر: ٤١٣ تقرير عرض دفاع رسالة بحوث التسويق
Course Name: Marketing Research Thesis Defense Presentation Report — اسم المقرر: تقرير عرض دفاع رسالة بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research thesis defense presentation report is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Thesis Defense Presentation Report, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.

Marketing Research Thesis Defense Presentation Report Defense

Course Code: 414 Marketing Research Thesis Defense Presentation Report Defense — رمز المقرر: ٤١٤ دفاع تقرير عرض دفاع رسالة بحوث التسويق
Course Name: Marketing Research Thesis Defense Presentation Report Defense — اسم المقرر: دفاع تقرير عرض دفاع رسالة بحوث التسويق
Credit Hours: 3 — عدد الساعات: ٣
Prerequisite: 391 Marketing — المتطلب السابق: ٣٩١ تسويق
Course Description: Marketing research thesis defense presentation report defense is the process of planning and executing the conception, pricing, promotion, and distribution of ideas, goods, services, organizations, and events to create exchanges that satisfy individual and organizational goals. Topics include: Marketing Research Thesis Defense Presentation Report Defense, Marketing Environment, Marketing Information System, Consumer Behavior, Segmentation, Targeting, Positioning, Product Decisions, Pricing Decisions, Promotion Decisions, Distribution Decisions, Marketing Strategies, Marketing Ethics, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy, Marketing Research, Marketing Plan, Marketing Mix, Marketing Strategy.