



EGYPTIAN NATIONAL UNIVERSITIES

مشروع إنشاء الجامعات المصرية الأهلية

جامعة العلمين الدولية
ALALAMEIN INTERNATIONAL UNIVERSITY



Al Alamein
International University

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برنامج التسويق

Marketing Program

Specialized Knowledge and Skills

المعارف والمهارات التخصصية

- Managing the marketing process and creating value for the organization and its stakeholders.
- Application of theories of consumer behavior.
- Describing the marketing mix in different stages of the consumer decision-making process.
- Evaluating the legal and ethical effects of his/her actions and decisions.
- Utilizing technological and digital tools to support the success of the decision-making process.
- Strengthening marketing capabilities through the analysis and integration of information using technological tools.
- Demonstrate basic functional skills, such as the ability to deal with others, the ability to integrate information about different functions, critical and creative thinking, self-evaluation, self-development, and leadership.

- إدارة عملية التسويق وخلق القيمة للمؤسسة وأصحاب المصالح فيها.
- تطبيق نظريات سلوك المستهلك.
- وصف المزيج التسويقي في المراحل المختلفة لعملية اتخاذ المستهلك للقرارات.
- تقييم الآثار القانونية والأخلاقية لتصرفاته وقراراته.
- الاستفادة من الأدوات التكنولوجية والرقمية لدعم نجاح عملية اتخاذ القرارات.
- تدعيم القدرات التسويقية من خلال تحليل وتكامل المعلومات باستخدام الأدوات التكنولوجية.
- تطبيق المهارات الوظيفية الأساسية، مثل القدرة على التعامل مع الآخرين، والقدرة على تحقيق التكامل بين المعلومات عن الوظائف المختلفة، والتفكير النقدي والابتكاري، والتقييم الذاتي، والتطوير الذاتي المستمر، والقيادة.



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International University**Marketing Program****برنامج التسويق****Study Plan****الخطة الدراسية**

Semester	Code	Course Name	LCT	LAB	TUT	OTH	CNTCT	CH	SWL	ECTS
1	MAT214	Pure Mathematics for Business	4	1	0	0	5	4	195	8
	ACC111	Principles of Financial Accounting	3	0	1	0	4	3	150	6
	MGT122	Principles of Management	3	0	1	0	4	3	150	6
	FIN101	Fundamentals of Microeconomics	3	0	0	0	3	3	135	6
	UC1	University Requirement (1)	2	0	0	0	2	2	90	4
	UC2	University Requirement (2)	2	0	0	0	2	2	90	4
							20	17	810	34
2	MAT215	Mathematics of Finance	3	1	0	0	4	3	150	6
	ACC112	Principles of Managerial Accounting	3	0	1	0	4	3	150	6
	MGT123	Organizational Behavior	3	0	1	0	4	3	150	6
	FIN102	Fundamentals of Macroeconomics	3	0	0	0	3	3	135	6
	UC3	University Requirement (3)	2	0	0	0	2	2	90	4
	UC4	University Requirement (4)	2	0	0	0	2	2	90	4
							19	16	765	32
3	MAT131	Statistics	1	2	0	0	3	2	105	4
	ACC211	Intermediate Accounting 1	3	0	1	0	4	3	150	6
	MKT241	Marketing Principles	3	0	1	0	4	3	150	6
	BIS251	Business Information Systems	3	2	0	0	5	3	165	6
	UC5	University Requirement (5)	2	0	0	0	2	2	90	4



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	UC6	University Requirement (6)	2	0	0	0	2	2	90	4
							20	15	750	30
4	MAT231	Probability & Statistics	2	2	0	0	4	3	150	6
	ACC212	Principles of Cost Accounting	3	0	1	0	4	3	150	6
	MGT321	Operations Management	3	0	1	0	4	3	150	6
	MKT242	Marketing Management	3	0	1	0	4	3	150	6
	BIS252	Information Systems Analysis & Design	3	2	0	0	5	3	165	6
	UC7	University Requirement (7)	2	0	0	0	2	2	90	4
							23	17	855	34
5	MGT221	Human Resource Management	3	0	1	0	4	3	150	6
	FIN231	Finance	3	0	1	0	4	3	150	6
	MKT341	Consumer Behavior	3	0	1	0	4	3	150	6
	MKT342	Market Research	3	0	1	0	4	3	150	6
	E1	Elective Course (1)	3	0	1	0	4	3	150	6
	UE1	University Elective (1)	2	0	0	0	2	2	90	4
							22	17	840	34
6	MKT343	Service Marketing	3	0	1	0	4	3	150	6
	MKT441	Integrated Marketing Communications	3	0	1	0	4	3	150	6
	MKT443	Digital Marketing	3	1	0	0	4	3	150	6
	MKT447	Internship	3	0	0	3	6	3	225	6
	E2	Elective Course (2)	3	0	1	0	4	3	150	6
	UE2	University Elective (2)	2	0	0	0	2	2	90	4
							24	17	915	34
7	MGT422	Organization Theory & Design	3	0	1	0	4	3	150	6
	MKT442	International Marketing	3	0	1	0	4	3	150	6
	MKT444	Product & Brand Management	3	0	1	0	4	3	150	6



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Semester	Code	Course Name	LCT	LAB	TUT	OTH	CNTCT	CH	SWL	ECTS
	E1	Elective Course (1)	3	0	1	0	4	3	150	6
	E2	Elective Course (2)	3	0	1	0	4	3	150	6
	UE3	University Elective (3)	2	0	0	0	2	2	90	4
								22	17	840
8	MGT425	Strategic Management	3	0	1	0	4	3	150	6
	FIN331	Financial Management	3	0	1	0	4	3	150	6
	MKT449	Graduation Project	6	0	0	5	11	12	480	11
	E1	Elective Course (1)	3	0	1	0	4	3	150	6
	E2	Elective Course (2)	3	0	1	0	4	3	150	6
								27	24	1080
							177	140	6855	267

Elective (E1)

- MAT216 Introduction to Risk & Insurance
ACC417 Financial Statement Analysis
ACC418 Financial Control Systems
MGT322 Logistics & Supply Chain Management
MGT323 Business Ethics
MGT425 Strategic Management
MGT426 International Business
BIS351 Database Design & Management
BIS352 E-Commerce & E-Business

Elective (E2)

- ACC315 Accounting for Governmental & Non-for-Profit Organizations
ACC316 Accounting for Financial Institutions



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ACC317	Internal Control in Hospitality Firms
ACC415	Accounting Information for Decision Making
ACC416	Auditing Computerized Systems
MGT226	Supply Chain Planning
MGT324	Quality Management
MGT329	Operations Research & Decision Making
MGT421	Project Planning & Management
FIN433	Risk management
FIN434	International Finance
FIN435	Business Analysis & Valuation
MKT343	Service Marketing
BIS354	Hotel Information Systems
BIS356	Information Technology Governance
BIS357	Information Systems in Healthcare Organizations
BIS452	Intelligent Decision Support Systems
BIS453	Integrated Information Systems
BIS454	Information Technology Management