

Study Plans - English

Major : Management of Marketing and Trade Fairs / E Plan Semester : 20211
 Faculty : Technical Community College Section : Management of Marketing and Trade I
 Plan Hrs : 72 Plan Type : Major
 Min Semester : 1 Semester(s) Training : Not Found Edition : 1 Study Type: Morning
 Max Semester : 7 Semester(s) Training Hrs : Thesis Type : Nothing

Category : College Requirements

Hrs : (14) Hrs

Group : Compulsory

Hrs : (14) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
UR00101	Arabic Language	3		
UR00111	English Language I	3		
UR00112	English Language II	3		
UR00122	Palestinian Studies	3		
UR00131	Computer Skills	1		
UR00141	Leadership and Communication Skills	1		

Category : Compulsory Major Requirements

Hrs : (46) Hrs

Group : Compulsory

Hrs : (36) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
CCMT111	Math for Business	2		
CCMT112	Principles of SCLM	2		
CCMT113	Statistics for Business	2		
CCMT121	Introduction to Event Management	2		
CCMT141	Business Communication	2		
CCMT151	Management Information Systems	1		
CCMT201	IT skills in Business	2		
CCMT202	Marketing Research Methods	2		
CCMT203	Consumer Behavior	2		
CCMT211	Business Law	1		
CCMT221	Marketing Management	2		
CCMT222	Sales Strategies and Management	2		
CCMT231	Electronic Commerce and Distribution Channel	1		
CCMT241	Digital Marketing	1		
CCMT251	Exhibition Planning	2		
CCMT252	Exhibition Venues	2		
CCMT253	Staffing Exhibition	2		
CCMT254	Event Coordination	2		
CCMT255	Exhibition Equipment	2		

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Category Compulsory Major Requirements

Hrs : (46) Hrs

Group Compulsory

Hrs : (36) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
CCMT256	Exhibition Stand Design	2		

Group : Elective

Hrs : (4) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
CCMT215	Negotiation Strategies	2		
CCMT223	Exhibition Suppliers and Vendors	2		
CCMT224	Trade Fairs	2		
CCMT225	Exhibition Evaluation and Follow Up	2		
CCMT226	Event Risk Management	2		

Group : Elective

Hrs : (6) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
CCMT131	Financial and Cost Accounting	2		
CCMT212	Business Law	2		
CCMT213	Manage Purchases	3		
CCMT214	Human Resource Management	2		
CCMT216	Warehouse and Inventory Management	2		
CCMT261	Economic Feasibility	2		
CCMT262	Pricing Strategies	2		
CCMT263	Analysis of Market Trends and Development	2		

Category : Compulsory Department Requirements

Hrs : (12) Hrs

Group : Compulsory

Hrs : (12) Hrs

course	Course Name	Hrs	Prerequisite Courses	Prerequisit Hrs
CCMT101	Principles of Management 1	3		
CCMT102	Principles of Accounting 1	3		
CCMT103	Principles of Marketing	2		
CCMT104	Intro. To Economics	2		
CCMT105	Principles of Finance	2		