

# UWIC Study Plan (Marketing) Validation

Term 1		Term 2	
- English 1	LH182	- English 2	LH183
- Math 1	EB127	- Math 2	EB128
- Micro Economics	EI111	- Macro Economics	EI121
- Principles of Marketing	EA211	- Management 1	EA111
- Accounting 1	EY111	- Accounting 2	EY121
- Intro. To Information Technology	ES111	- Management Information Systems	ES121
Term 3		Term 4	
- Cultural Affairs (Elective)	EX402	- Data Base (Management & Technology Applications)	ES211
- Research Methodology (Research Skills 1)	EA222	- Management Accounting I	EY311
- Business Law (Introduction to Management & Technology Law)	EW321	- Company Accounting	EY211
- Management and Technology Ethics & Corporate Responsibility ( Management 2)	EX211	- Money & Banking (Egyptian Financial Services: Regulation & Ethics)	EI311
- Statistics	EA213	- Organizational Behavior	EA212
- Cost Accounting	EY 221	- Political Science (Elective)	EX221
Term 5		Term 6	
- Accounting Information Systems	EY222	- Electronic Marketing	EA317
- Financial Management	EA312	- Consumer Behavior	EA315
- Human Resource Management	EA311	- Materials & Logistics Management	EA322
- Operations Research	EA221	- Marketing Management	EA316
- Economic Analysis	EI211	- Public Finance	EI221
- Introduction To E-Business	CR226	- Integrating Marketing & Communication (IMC)	EA327
Term 7		Term 8	
- International Business Administration	EA325	- Advanced Marketing	EA428
- Advertising Management	EA328	- Economic Development	EI421
- Organizational Analysis & Design	EA411	- Feasibility Studies	EI425
- Tax Systems	EI411	- Public Relation	EA426
- Personal Selling	EA415	- Strategic Management	EA421
- Marketing Research	EA326	- Management of Distribution Institutions	EA417