



Al-quds Open University

Registration and Admission System

Courses and Prerequisites

Ramallah & Al-Bireh Branch

Date and Time:
10:41 18/06/2023

Specialization #: 4300

Credit Hours : 24

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: University Core Courses

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
1	0101 2	Learn How to Learn	3	3	0	0					
2	0102 0	Introduction to Computer	3	2	1	0					
3	0104 1	History of Jerusalem	3	3	0	0					
4	0105 1	Voluntary Work	0	0	0	30					
5	0106 0	Life Skills	3	3	0	0					
6	0111 1	Arabic Language(1)	3	3	0	0					
7	0113 1	English Language(1)	3	3	0	0					
8	0205 0	Palestine and the Palestinian Issue	3	3	0	0					
9	0206 0	The Islamic Culture	3	3	0	0					

Total Credit Hours: 24

Specialization #: 4300

Credit Hours : 3

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: University Elective Courses

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
1	0115 0	Principles Of Chinese Language	3	3	0						
2	0116 0	Principles Of Turkish Language	3	3	0						
3	0117 0	Principles Of Russian Language	3	3	0						
4	0207 0	Palestinian in Prison Movement	3	3	0	0					
5	0208 0	Anti-corruption challenges and solutions	3	3	0	0					
6	0211 0	French Language (1)	3	3	0	0					
7	0300 0	Human Civilizations and Their Achievements	3	3	0	0					
8	0306 0	Social Responsibility	3	3	0	0					
9	8180 0	Hebrew (1)	3	3	0	0					

Total Credit Hours: 27

Specialization #: 4300

Credit Hours : 15

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: Faculty Core Courses

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
1	4101 1	Principles of Management	3	3	0	0					
2	4121 0	Principles of Economics(1)	3	3	0	0					
3	4131 0	Principles of Accounting(1)	3	3	0	0					
4	4161 0	Principles of Marketing	3	3	0	0					
5	5303 0	Methods of Scientific Research	3	3	0	70					

Total Credit Hours: 15



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Date and Time:
10:41 18/06/2023

Specialization #: 4300

Credit Hours : 69

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: Core Specialization

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
1	0103 0	Principles of Statistics	3	3	0	0					
2	1150 0	Communication skills in It	3	2	1	0	1	0102	0 Introduction to Computer	3	No
3	1204 0	Applied Statistics	3	2	1	0	1	0103	0 Principles of Statistics	3	No
4	4102 0	Business Essentials	3	3	0	0	1	4101	1 Principles of Management	3	No
5	4122 0	Principles of Economics(2)	3	3	0	0	2	4121	9 Principles of Economics(1)	3	No
6	4132 0	Principles of Accounting(2)	3	3	0	0	1	4131	0 Principles of Accounting(1)	3	No
7	4260 0	Services Marketing	3	3	0	0	3	4161	9 Principles of Marketing	3	No
8	4265 0	Computer Applications in Marketing	3	1	2	0	3	0102	0 Introduction to Computer	3	No
							3	4161	9 Principles of Marketing	3	No
9	4270 0	laws of E-commerce and Internet	3	3	0	0					
10	4308 1	Total quality management	3	3	0	60	1	4101	1 Principles of Management	3	No
11	4341 1	Financial Management	3	3	0	0	1	4132	0 Principles of Accounting(2)	3	No
12	4354 0	The basics of commercial web design	3	1	2	0	1	4161	0 Principles of Marketing	3	No
13	4356 1	Electronic marketing via internet Theo	2	2	0	0	1	4161	0 Principles of Marketing	3	No
14	4356 2	Electronic marketing via internet Prac	1	0	1	0	1	4161	0 Principles of Marketing	3	No
15	4357 1	International E-Marketing Theo	2	2	0	0	1	4161	0 Principles of Marketing	3	No
16	4357 2	International E-Marketing Prac	1	0	1	0	1	4161	0 Principles of Marketing	3	No
17	4358 1	Digital tourism and hotel marketing Theo	2	2	0	0	2	4358	2 Digital tourism and hotel marketir	1	Yes
18	4358 2	Digital tourism and hotel marketing Prac	1	0	1	0	2	4358	1 Digital tourism and hotel marketir	2	Yes
19	4361 1	Financial Services Marketing	3	3	0	0	1	4161	0 Principles of Marketing	3	No
20	4368 0	Integrated electronic marketing communications	3	2	1	0	1	4161	0 Principles of Marketing	3	No
21	4400 1	Modern electronic tools in distribution channels Theo	2	2	0	0	1	4161	0 Principles of Marketing	3	No
22	4400 2	Modern electronic tools in distribution channels Prac	1	0	1	0	1	4161	0 Principles of Marketing	3	No
23	4403 1	E-strategic Marketing Strategies Theo	2	2	0	0	1	4161	0 Principles of Marketing	3	No
24	4403 2	E-strategic Marketing Strategies Prac	1	0	1	0	1	4161	0 Principles of Marketing	3	No
25	4404 0	Internet and consumer behavior	3	2	1	0	1	4161	0 Principles of Marketing	3	No
26	4461 0	Sales Management	3	3	0	0	3	4161	9 Principles of Marketing	3	No
27	4465 0	Marketing Research	3	3	0	0	3	4161	9 Principles of Marketing	3	No
28	4499 0	Graduation Project	3	1	2	85	3	5303	0 Methods of Scientific Research	3	No

Total Credit Hours: 69

Specialization #: 4300

Credit Hours : 12

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: Elective Specialization

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
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Specialization #: 4300

Credit Hours : 12

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: Elective Specialization

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
1	4171 0	Principles of Law & Human Rights	3	3	0	0					
2	4201 2	Human Resources Management	3	3	0	0	1	4101 1	Principles of Management	3	No
3	4215 1	Electronic business Theo	2	2	0	0	1	0102 0	Introduction to Computer	3	No
							1	4101 1	Principles of Management	3	No
4	4215 2	Electronic business Prac	1	0	1	0	1	0102 0	Introduction to Computer	3	No
							1	4101 1	Principles of Management	3	No
5	4231 0	Green Marketing	3	3	0	0	1	4161 0	Principles of Marketing	3	No
6	4233 0	Product planning and development	3	3	0	0	1	4161 0	Principles of Marketing	3	No
7	4234 0	Real Estate Marketing	3	3	0	0	1	4161 0	Principles of Marketing	3	No
8	4237 0	Mathematics for Management	3	3	0	0					
9	4267 0	Pricing Policies	3	3	0	0	3	4161 9	Principles of Marketing	3	No
10	4302 2	Entrepreneurship & Small Business Administration	3	3	0	0	1	4101 1	Principles of Management	3	No
11	4311 0	Environmental and Resource Economics	3	3	0	0	1	4122 0	Principles of Economics(2)	3	No
12	4314 0	Practical training in institutions	3	0	3	60					
13	4316 0	Tourist guiding	3	3	0	0	1	4161 0	Principles of Marketing	3	No
14	4343 2	Insurance Management	3	3	0	0	1	4101 1	Principles of Management	3	No
15	4359 1	Digital advertising technology Theo	2	2	0	0	1	4161 0	Principles of Marketing	3	No
16	4359 2	Digital advertising technology Prac	1	0	1	0	1	4161 0	Principles of Marketing	3	No
17	4405 0	Electronic supply chain management	3	3	0	0	1	4101 1	Principles of Management	3	No
18	4421 0	Palestinian Economy	3	3	0	0	1	4122 0	Principles of Economics(2)	3	No
19	4429 0	Administrative Control in Health Institutions	3	3	0	0	1	4101 1	Principles of Management	3	No
20	4441 1	Projects Analysis & Evaluation	3	3	0	90					
21	4444 1	Fundamentals Of Investment	3	3	0	0	1	4132 0	Principles of Accounting(2)	3	No
22	4451 3	Project Management Theo	2	2	0	0	1	0102 0	Introduction to Computer	3	No
							1	4101 1	Principles of Management	3	No
23	4451 4	Project Management Prac	1	0	1	0	1	0102 0	Introduction to Computer	3	No
							1	4101 1	Principles of Management	3	No
24	4468 0	Advanced Financial Management	3	3	0	0	1	4341 1	Financial Management	3	No

Total Credit Hours: 63

Specialization #: 4300

Credit Hours : 6

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: Free Courses

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
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Total Credit Hours:



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Date and Time:
10:41 18/06/2023

Specialization #: 4300

Credit Hours : 0

Study Plan #: 1221

Study Plan Total Credit Hours: 129

Major Name:

Digital Marketing

Course Type: Banned from the major

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
1	0101 0	Learn How to Learn	2	2	0	0					
2	0101 1	Learn How to Learn	2	2	0	0					
3	0101 3	Learn How to Learn	3	3	0	0					
4	0101 5	Learn How to Learn	2	2	0	0					
5	0104 0	History of Jerusalem	1	1	0	0					
6	0111 0	Arabic Language(1)	2	2	0	0					
7	0113 0	English Language(1)	2	2	0	0					
8	0204 0	Methods of Scientific Research	3	3	0	0	2	0103	9 Principles of Statistics	3	No
9	0204 1	Methods of Scientific Research	3	3	0	0					
10	1435 0	Internship	3	0	3	80					
11	1436 0	Graduation Project	4	0	4	85					
12	3317 0	Field Training (1) (Field Experience)	3	1	2	0	3	3312	1 Community Organization & its Bo	3	No
13	3322 0	Field Training (1) in Special Education	2	0	2	40	2	3220	0 Introduction to Special Education	3	No
14	3322 1	Field Training (1) in Special Education	4	0	4	40	1	3120	0 Introduction to Special Education	3	No
15	3323 0	Field Training (2) in Special Education	2	0	2	0	1	3322	0 Field Training (1) in Special Educ	2	No
16	3323 1	Field Training (2) in Special Education	4	1	3	0	1	3209	0 Learning Disabilities	3	No
							1	3218	0 Mental Impairment	3	No
							1	3322	1 Field Training (1) in Special Educ	4	No
17	3327 0	Field Work Practicum(1)	2	0	2	30	1	3109	0 Introduction To Social Work	3	No
18	3327 1	Field Work Practicum(1)	3	1	2	30	1	3109	0 Introduction To Social Work	3	No
19	3329 0	Field Work Practicum(2)	2	0	2	45	1	3325	0 Social work Practice on Individua	3	No
							1	3327	0 Field Work Practicum(1)	2	No
20	3329 1	Field Work Practicum(2)	3	1	2	45	1	3227	0 Social work Practice on Individua	3	No
							1	3327	1 Field Work Practicum(1)	3	No
21	3415 0	Field Training (2) (Experiences in Dey	3	1	2	0	1	3317	0 Field Training (1) (Field Experie	3	No
22	3415 1	Field Word Practicum(2) Experiences in Development of Societ	3	1	2	0	1	3403	0 Field Word Practicum(1) Experier	3	No
23	3420 0	Field Training (3) in Special Education	2	0	2	0	1	3323	0 Field Training (2) in Special Educ	2	No
24	3420 1	Field Training (3) in Special Education	4	0	4	0	1	3323	1 Field Training (2) in Special Educ	4	No
							1	3328	0 Autism	3	No
							1	3345	0 Speech and language disorders	3	No
25	3423 0	Field Work Practicum(3)	2	0	2	60	1	3219	0 Social Group Work	3	No
							1	3329	0 Field Work Practicum(2)	2	No
26	3423 1	Field Work Practicum(3)	3	1	2	60	1	3219	0 Social Group Work	3	No
							1	3329	1 Field Work Practicum(2)	3	No
27	3424 0	Field Training (4) in Special Education	2	0	2	0	1	3420	0 Field Training (3) in Special Educ	2	No
28	3429 0	Field Work Practicum(4)	2	0	2	75	1	3312	1 Community Organization & its Bo	3	No
							1	3423	0 Field Work Practicum(3)	2	No
29	3429 1	Field Work Practicum(4)	3	1	2	75	1	3312	1 Community Organization & its Bo	3	No



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Major Name:

Digital Marketing

Course Type: Banned from the major

#	Course #	Course Name	Cr. Hrs.	Cr. Hrs. (theoretical)	Cr. Hrs. (Practical)	Passed Hrs.	Group	Prerequisite	Prerequisite Name	Cr. Hrs.	Corequisite
							1	3423	1 Field Work Practicum(3)	3	No
30	4101 0	Principles of Management	4	4	0	0					
31	4161 1	Principles of Marketing	3	3	0	0					
32	4201 0	Human Resources Management	3	3	0	0	2	4101	1 Principles of Management	3	No
33	4201 1	Human Resources Management & it's Development Indicators	3	3	0	0	1	4101	1 Principles of Management	3	No
34	4215 0	Electronic business	3	2	1	0	1	0102	0 Introduction to Computer	3	No
							1	4101	1 Principles of Management	3	No
35	4302 0	Entrepreneurship in Managing Small Scale	3	3	0	0	2	4101	1 Principles of Management	3	No
36	4302 1	Entrepreneurship in Managing Small-Scale Projects	3	3	0	0					
37	4308 0	Quality & Specifications Management	3	3	0	60	2	4101	0 Principles of Management	4	No
38	4320 0	Practical Training (1)	2	0	2	40					
39	4320 1	Practical Training (1)	3	0	3	40					
40	4321 0	Practical Training (2)	3	0	3	60	1	4320	1 Practical Training (1)	3	No
41	4341 0	Financial Management	3	3	0	0	1	4131	0 Principles of Accounting(1)	3	No
42	4343 0	Insurance Management	3	3	0	0	1	4132	0 Principles of Accounting(2)	3	No
43	4343 1	Insurance Management	3	3	0	0	1	4240	0 Financial Mathematics	3	No
							1	4341	0 Financial Management	3	No
44	4356 0	Electronic marketing via internet	3	2	1	0	1	4161	0 Principles of Marketing	3	No
45	4357 0	International E-Marketing	3	2	1	0	1	4161	0 Principles of Marketing	3	No
46	4358 0	Digital tourism and hotel marketing	3	2	1	0	1	4161	0 Principles of Marketing	3	No
47	4359 0	Digital advertising technology	3	2	1	0	1	4161	0 Principles of Marketing	3	No
48	4361 0	Financial Services Marketing	3	3	0	0	4	4161	0 Principles of Marketing	3	No
							4	4341	1 Financial Management	3	No
49	4371 0	Commercial Law	3	3	0	0	1	4171	0 Principles of Law & Human Right	3	No
50	4379 0	Practical Training for health management	6	0	6	60					
51	4379 1	Practical Training for health management	4	0	4	60					
52	4400 0	Modern electronic tools in distribution channels	3	2	1	0	1	4161	0 Principles of Marketing	3	No
53	4403 0	E-strategic Marketing Strategies	3	2	1	0	1	4161	0 Principles of Marketing	3	No
54	4420 0	Practical Training (2)	2	0	2	60	1	4320	0 Practical Training (1)	2	No
55	4420 1	Practical Training (2)	3	0	3	75	1	4320	1 Practical Training (1)	3	No
56	4440 0	Practical Training (3)	2	0	2	80	1	4420	0 Practical Training (2)	2	No
57	4441 0	Projects Analysis & Evaluation	3	3	0	90	1	3311	2 Introduction To Planning and Dev	3	No
58	4441 2	Projects Analysis & Evaluation	3	3	0	90					
59	4441 3	Projects Analysis & Evaluation	3	3	0	90					



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Digital Marketing

Course Type: Banned from the major

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60	4444 0	Fundamentals Of Investment	3	3	0	0	2	4341 1	Financial Management	3	No
61	4451 0	Project Management	3	2	1	0	2	4351 1	Production Operations Managem	3	No
62	4451 1	Project Management	3	2	1	0	1	0102 0	Introduction to Computer	3	No
							1	4101 1	Principles of Management	3	No
63	4451 2	Project Management	3	2	1		1	0102 0	Introduction to Computer	3	No
							1	4101 1	Principles of Management	3	No
64	4454 0	Purchas & Storage Management	3	3	0	0					
65	4499 1	Graduation Project	3	1	2	85	3	1204 0	Applied Statistics	3	No
66	4499 2	Graduation Project	3	1	2	85	1	4309 0	Biostatistics	3	No
67	4499 3	Graduation Project	3	1	2	85	1	5303 0	Methods of Scientific Research	3	Yes
68	6104 0	Mathematics for Management	3	3	0	0					

Total Credit Hours: 195