

**Bachelor of Business Administration in Marketing
Study Plan
Total Credit Hours 129**

Semester I FALL

Code	Title	Credit	Prerequisite(s)
ARL 100 (A)	Communication Skills in Arabic I	3	No Prerequisite
ENG 100	English I	3	No Prerequisite
ISL 100 (A)	Islamic Culture	3	No Prerequisite
MTB 101	Mathematics and Calculus for Business & Economics	3	MTG100 (C grade) or MPT
NSC 201	Natural Sciences	3	No Prerequisite
UNS 100	University Study Skills	3	No Prerequisite

6 courses: 18 credit hours

Semester III FALL

Code	Title	Credit	Prerequisite(s)
ENG 201	Business and Technical Communications	3	ENG 105
ACC 200	Principles of Financial Accounting	3	ENG 105+ MTG100/MTB101*
ECO 201	Principles of Microeconomics	3	ENG 105+ MTG100/MTB101*
MGT 200	Principles of Management	3	ENG 105
MKT 200	Principles of Marketing	3	ENG 105

5 courses: 15 credit hours

Semester V FALL

Code	Title	Credit	Prerequisite(s)
ACC 201	Principles of Managerial Accounting	3	ACC 200
MGT 301	Organizational Behavior	3	MGT 200 + PSY 201
MIS 304	Business Systems Analysis and Design	3	MIS 200
MKT 301	Consumer Behavior	3	MKT 200
PHI 300	Professional Ethics	3	ENG 105

5 courses: 15 credit hours

Semester VII FALL

Code	Title	Credit	Prerequisite(s)
MKT 402	Internet Marketing	3	MKT 200 + MIS 200
MKT 404	Marketing Strategies	3	MKT 301
ELECT-1	-	3	-
ELECT-2	-	3	-
ELECT-3	-	3	-

5 courses: 15 credit hours

Semester II SPRING

Code	Title	Credit	Prerequisite(s)
ARL 105 (A)	Communication Skills in Arabic II	3	ARL 100 (A)
ENG 105	English II	3	ENG 100 (C grade) + UNS 100
ITE 100	Introduction to Information Technology Applications	3	No Prerequisite
PSY 201	General Psychology	3	No Prerequisite
SOC 201	UAE and GCC Society	3	No Prerequisite
STT 100	General Statistics	3	No Prerequisite

6 courses: 18 credit hours

Semester IV SPRING

Code	Title	Credit	Prerequisite(s)
BUS 200	Business Statistics and Research Methods	3	STT 100+ MTG100/MTB101*
BUS 301	Business Law	3	ENG 201
ECO 202	Principles of Macroeconomics	3	ENG 105+ MTG100/MTB101*
FIN 200	Principles of Finance	3	ACC200
MIS 200	Introduction to Management Information Systems	3	ITE 100 + ENG 105

5 courses: 15 credit hours

Semester VI SPRING

Code	Title	Credit	Prerequisite(s)
BUS 306	Introduction to Management Science	3	STT100 + MGT200 + ECO201
FIN 301	Managerial Finance	3	FIN 200
MKT 303	Retail Marketing	3	MKT 200
MKT 304	Marketing Communication	3	MKT 200
MKT 305	Marketing Research	3	MKT 200 + BUS200 or STT201

5 courses: 15 credit hours

Semester VIII SPRING

Code	Title	Credit	Prerequisite(s)
MKT 401	International Marketing	3	MKT200+ECO202
MGT 406	Strategic Management	3	Last semester
ELECT-4	-	3	-
ELECT-5	-	3	-
ELECT-6	-	3	-

5 courses: 15 credit hours

- **HIGHLIGHTED COBA COURSES WILL BE OFFERED IN BOTH FALL & SPRING SEMESTERS**
- **STUDENTS WILL BE EXPECTED TO EITHER COMPLETE A THREE (3) CREDITS INTERNSHIP COURSE (MKT 399-I) DURING THEIR LAST SENIOR YEAR OF STUDY OR TAKE A PROJECT COURSE (MKT399-P) DURING THEIR LAST SEMESTER. THREE (3) CREDITS ARE AWARDED FOR MKT399 I/P.**

*REQUIRED PREREQUISITE COURSE FOR STUDENTS WHO WERE ADMITTED FROM FALL2012-2013

EFFECTIVE FALL2012