

Bachelor of Business Administration in Marketing Study Plan

Total Credit Hours **120**

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
UNS 100	University Study Skills	3	No Prerequisite

5 Courses for a total of 15 credit hours

15

Semester II (SPRING)

Code	Title	Credit	Prerequisite(s)
ENG 105	English II	3	ENG100 (C grade)+UNS100
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
BUS200	Business Statistics	3	STT100 or SPT

5 Courses for a total of 15 credit hours

15

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+ MTB 101 +ITE100
ECO 201	Principles of Microeconomics	3	ENG 105+ MTB 101
MGT 200	Principles of Management	3	ENG 105
MIS 200	Intro. to Management Information Systems	3	ITE 100 + ENG 105

5 Courses for a total of 15 credit hours

15

Semester IV (SPRING)

Code	Title	Credit	Prerequisite(s)
ACC 201	Principles of Managerial Accounting	3	ACC 200
ECO 202	Principles of Macroeconomics	3	ENG 105+ MTB 101
NSC 201	Natural Sciences	3	TOEFL 500
FIN 200	Principles of Finance	3	ACC 200
MKT 200	Principles of Marketing	3	ENG 105

5 Courses for a total of 15 credit hours

15

Semester V (FALL)

Code	Title	Credit	Prerequisite(s)
BUS 301	Business Law	3	ENG 201
MGT 308	Operations Management	3	MGT200 + BUS200
BUS 204	Business Research Methods	3	BUS200
MKT 301	Consumer Behavior	3	MKT 200 + ENG201
ELECT-1	Free Electives	3	-

5 Courses for a total of 15 credit hours

15

Semester VI (SPRING)

Code	Title	Credit	Prerequisite(s)
PHI 300	Professional Ethics	3	ENG 105
BUS 306	Applied Management Science	3	BUS200+ ECO201 + MGT200
MKT 305	Marketing Research	3	MKT 200 + BUS 304
MKT 303	Retail Marketing	3	MKT 200
MKT 304	Marketing Communication	3	MKT301

5 Courses for a total of 15 credit hours

15

STUDENTS WILL BE EXPECTED TO EITHER COMPLETE A THREE (3) CREDITS INTERNSHIP COURSE (MKT399-I) DURING THEIR SENIOR YEAR OF STUDY OR TAKE A PROJECT COURSE (MKT399-P) DURING THEIR LAST SEMESTER. THREE (3) CREDITS ARE AWARDED FOR MKT399 I/P.

Semester VII (FALL)

Code	Title	Credit	Prerequisite(s)
MKT 404	Marketing Strategies	3	MKT303+MKT304 +MKT305
MGT 402	International Business Management	3	MGT 200+ ECO 202
MKT 399	Internship/Project in Marketing	3	Consent of Dept.
Major ELECT-1	Major Elective	3	-
ELECT-2	Free Electives	3	-

5 Courses for a total of 15 credit hours

15

Semester VIII (SPRING)

Code	Title	Credit	Prerequisite(s)
MGT 406	Strategic Management	3	Last Semester only
Major ELECT-2	Major Elective	3	-
ELECT-3	Free Electives	3	-
ELECT-4	Free Electives	3	-
ELECT-5	Free Electives	3	-

5 Courses for a total of 15 credit hours

15

Highlighted COBA courses will be offered in both Fall & Spring Semesters