

Study Plan

Bachelor of Business Administration

Marketing

COURSE NUMBER		COURSE NAME	C.H.	PREREQ-UISITE
FIRST YEAR				
•Semester 1•				
BUS	101	Introduction to Business	3	
ENG	101	English I	3	
MTH	101	College Mathematics	3	
SOC	101	Introduction to Sociology	3	
SSS	101	Study Skills	3	
Total Credit Hours			15	
FIRST YEAR				
•Semester 2•				
ACC	101	Accounting I	3	
BUS	102	Business Statistics	3	MTH 101
CIS	101	Computer Fundamentals	3	
ENG	102	English II	3	ENG 101
HUM	101	Critical Thinking	3	
Total Credit Hours			15	

SECOND YEAR				
•Semester 3•				
ACC	202	Managerial Accounting	3	ACC 101
BUS	201	Business Communication	3	
BUS	202	Business Ethics	3	
ECO	201	Microeconomics	3	
RELA	201	Islamic Studies (In Arabic)	3	
REL	201	Islamic Studies		
Total Credit Hours			15	
SECOND YEAR				
•Semester 4•				
ECO	202	Macroeconomics	3	
FIN	301	Financial Management	3	ECO 201
MKT	302	Principles of Marketing	3	ECO 201
ENV	201	Environmental Science	3	
UAE	201	UAE Studies	3	
Total Credit Hours			15	

COURSE NUMBER		COURSE NAME	C.H.	PREREQ-UISITE
THIRD YEAR				
•Semester 5•				
BUS	301	Business Research Methods	3	ECO 201
BUS	302	Business Law	3	ECO 201
MGT	302	Management and Organizational Behavior	3	ECO 201
MGT	303	Management Information Systems	3	ECO 201 CIS 101
MGT	304	International Management	3	ECO 201
Total Credit Hours			15	
THIRD YEAR				
•Semester 6•				
BUS	401	Business Policy and Strategy	3	
MGT	402	Operations Management	3	BUS 102
MKT	303	Consumer Behavior	3	MKT 302
MKT	304	Supply Chain Management	3	MKT 302
MKT	306	Retail Management*	3	MKT 302
MKT	307	Sales Management*		MKT 302
Total Credit Hours			15	

FOURTH YEAR				
•Semester 7•				
MKT	305	Integrated Marketing Communication	3	MKT 302
MKT	308	Business-to-Business Marketing*	3	MKT 302
MKT	309	Marketing Research	3	MKT 302
MKT	310	Marketing Strategy*	3	MKT 302
MKT	401	Direct Marketing*	3	MKT 302
Total Credit Hours			15	
FOURTH YEAR				
•Semester 8•				
MKT	402	Brand Marketing	3	MKT 302
MKT	403	Services Marketing	3	MKT 302
MKT	404	International Marketing	3	MKT 302
INT	495	Internship	3	MKT 302 90 CR
MKT	499	Marketing Management (Capstone)	3	MKT 302
Total Credit Hours			15	
Cumulative Credit Hours			120	

NOTES:

- Students can finish the program in less time by completing summer courses.
- Students must select specialization courses from their program major.
- The Internship takes place after year three. Students must successfully complete 90 credit hours in order to qualify for the internship.
- The capstone course in all specializations is required for graduation.
- For electives, students can select 4 out of 5 courses.
- * Elective Courses.

