

## Bachelor in Business Administration - Marketing

Year	Year	Semester	Course Code	Course Title	Credits	Prerequisite	Total
1	FIRST	FALL	ARB208*	Arabic Language and Literature	3		<b>Total First Year Fall</b>
1	FIRST	FALL	CSC200	Computer Driving Skills	2		
1	FIRST	FALL	ENG201	English Essays and Composition	3		
1	FIRST	FALL	MGT201	Introduction to Management	3		
1	FIRST	FALL	MKT201	Introduction to Marketing	3		
1	FIRST	FALL	MTH205	Business Math	3		
							<b>17</b>
1	FIRST	SPRING	ACC201	Accounting I	3		<b>Total First Year Spring</b>
1	FIRST	SPRING	ARB209*	Arabic Rhetoric	3	ARB208	
1	FIRST	SPRING	ENG202	English Communication Skills	3	ENG201	
1	FIRST	SPRING	MKT308	Marketing Communications & Advertising	3	MKT201, Co.ENG201	
1	FIRST	SPRING	MTH215	Probability and Statistics	3		
							<b>15</b>
1	FIRST	SUMMER	ELE	Free Elective	3		<b>Total First Year Summer</b>
							<b>3</b>
2	SECOND	FALL	ACC202	Accounting II	3	ACC201	<b>Total Second Year Fall</b>
2	SECOND	FALL	BUS201	Microeconomy	3		
2	SECOND	FALL	CLT201	Cultural Studies I	3		
2	SECOND	FALL	MIS201	Introduction to MIS	3		
2	SECOND	FALL	MKT401	Consumer Behavior	3	MKT201, Co.ENG201	
							<b>15</b>
2	SECOND	SPRING	BUS202	Macroeconomy	3		<b>Total Second Year Spring</b>
2	SECOND	SPRING	BUS203	Business Law	3		
2	SECOND	SPRING	CLT202	Cultural Studies II	3	CLT201	
2	SECOND	SPRING	MGT302	Managerial Finance	3	ACC202	
2	SECOND	SPRING	MKT407	Retail & Services Marketing	3	MKT401, ENG201	
2	SECOND	SPRING		Free Elective	3		
							<b>18</b>
2	SECOND	SUMMER	BUS400	Business Internship	1		<b>Total Second Year Summer</b>
							<b>1</b>
3	THIRD	FALL	MGT409	Special Topics in Business	3	MIS201, MGT201, MKT201	<b>Total Third Year Fall</b>
3	THIRD	FALL	MKT304	Sales Management	3	MKT401, ENG201	
3	THIRD	FALL	MKT420	Digital Marketing Strategies	3	MKT201, MKT307	
3	THIRD	FALL	MGT402	Strategic Management	3	MGT201, ENG201, MGT302	
3	THIRD	FALL	ELE	Elective	3		
							<b>15</b>
3	THIRD	SPRING	ENG308	Business Communication	3	ENG202	<b>Total Third Year Spring</b>
3	THIRD	SPRING	HRM302	Organizational Behavior	3	MGT201	
3	THIRD	SPRING	MGT405	International Business	3	MGT201, ENG201	
3	THIRD	SPRING	BUS410	Business Seminar	2	MKT402, MKT407	
3	THIRD	SPRING	ELE	Elective	3		
							<b>14</b>
<b>Major Total</b>					<b>98</b>		<b>98</b>

\*Can be replaced with CLT221 and CLT222

updated July 2024