



## Bachelor of Business Administration with Concentration in: Marketing (MKT)

### First Year

#### Fall Semester

| Code    | Title                               | Credits | Prerequisites     | Corequisites |
|---------|-------------------------------------|---------|-------------------|--------------|
| BACC200 | Financial Accounting                | 3       | ENGL051           |              |
| BMTH210 | Business and Managerial Math        | 3       | ENGL051 - MATH100 |              |
| BSTA205 | Introduction to Business Statistics | 3       | ENGL051 - BSTA100 |              |
| CSCI200 | Introduction to Computers           | 3       | ENGL051           |              |
| ENGL201 | Composition and Research Skills     | 3       | ENGL151           |              |
| BMGT200 | Introduction to Business Management | 3       | ENGL151           |              |
| Total   |                                     | 18      |                   |              |

#### Spring Semester

| Code    | Title                           | Credits | Prerequisites     | Corequisites |
|---------|---------------------------------|---------|-------------------|--------------|
| BECO210 | Introduction to Microeconomics  | 3       | BECO100 - BMTH210 |              |
| ENGL251 | Communication Skills            | 3       | ENGL201           |              |
| BFIN300 | Business Finance                | 3       | BACC200           |              |
| BMIS300 | Management Information Systems  | 3       | ENGL151           |              |
| BACC360 | Managerial Accounting           | 3       | BACC200           |              |
| BMKT300 | Marketing Theory and Principles | 3       | ENGL151           |              |
| Total   |                                 | 18      |                   |              |

### Second Year

#### Fall Semester

| Code    | Title                          | Credits | Prerequisites     | Corequisites |
|---------|--------------------------------|---------|-------------------|--------------|
| ARAB200 | Arabic Language and Literature | 3       |                   |              |
|         | Elective                       | 3       |                   |              |
|         | Elective                       | 3       |                   |              |
| BECO260 | Introduction to Macroeconomics | 3       | BECO100 - BMTH210 |              |
| BMGT315 | Human Resource Management      | 3       | BMGT200           |              |
| BMKT350 | Consumer Behavior              | 3       | BMKT300           |              |
| Total   |                                | 18      |                   |              |

#### Spring Semester

| Code    | Title                                  | Credits | Prerequisites | Corequisites |
|---------|----------------------------------------|---------|---------------|--------------|
| BMKT385 | New Product Development and Management | 3       | BMKT300       |              |
| BMKT310 | Digital Marketing                      | 3       | BMKT300       |              |
|         | Elective                               | 3       |               |              |
| BMGT300 | Introduction to Business Law           | 3       | BMGT200       |              |
| BMGT340 | Organizational Behavior                | 3       | BMGT200       |              |
| Total   |                                        | 15      |               |              |

### Third Year

#### Fall Semester

| Code    | Title                                 | Credits | Prerequisites | Corequisites |
|---------|---------------------------------------|---------|---------------|--------------|
| BMKT315 | Integrated Marketing Communication    | 3       | BMKT300       |              |
| BMKT450 | Sales and Customer Service Management | 3       | BMKT300       |              |
|         | Elective                              | 3       |               |              |
| BMKT380 | Strategic Brand Management            | 3       | BMKT300       |              |

|                               |                                             |                |                                                                 |                     |
|-------------------------------|---------------------------------------------|----------------|-----------------------------------------------------------------|---------------------|
| BMGT380                       | Business Ethics                             | 3              | BMGT200                                                         |                     |
| Total                         |                                             | 15             |                                                                 |                     |
| <b>Spring Semester</b>        |                                             |                |                                                                 |                     |
| <b>Code</b>                   | <b>Title</b>                                | <b>Credits</b> | <b>Prerequisites</b>                                            | <b>Corequisites</b> |
| CULT200                       | Introduction to Arab - Islamic Civilization | 3              |                                                                 |                     |
| BMGT360                       | Research Methods for Business               | 3              | BMGT200                                                         |                     |
| IMGT490                       | Global Strategic Management                 | 3              | BMGT200                                                         |                     |
| BMKT497                       | Retailing and Merchandising Management      | 3              | BMKT300                                                         |                     |
| BMKT498                       | Senior Project in Marketing                 | 3              | BMKT380 - BMKT450 -<br>BMKT385 - BMKT350 -<br>BMKT315 - BMKT310 |                     |
| Total                         |                                             | 15             |                                                                 |                     |
|                               |                                             |                |                                                                 |                     |
| <b>Major Elective Courses</b> |                                             |                |                                                                 |                     |
| <b>Code</b>                   | <b>Title</b>                                | <b>Credits</b> | <b>Prerequisites</b>                                            | <b>Corequisites</b> |
| BECO305                       | Intermediate Microeconomics                 | 3              | BECO210                                                         |                     |
| BECO340                       | Intermediate Macroeconomics                 | 3              | BECO260                                                         |                     |
| BECO385                       | Econometrics                                | 3              | BSTA205 - BECO260 -<br>BECO210                                  |                     |
| BFIN400                       | Financial Modeling                          | 3              | BFIN300                                                         |                     |
| BMIS315                       | Information Systems Security                | 3              | BMIS300                                                         |                     |
| BMIS480                       | Knowledge Management                        | 3              | BMIS300                                                         |                     |
| BMKT360                       | Market Research Methods                     | 3              | BMKT300 - BSTA205                                               |                     |
| IMKT400                       | International Business Marketing            | 3              | BMKT300                                                         |                     |