

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

Major Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
Total		6		

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
BACC200	Financial Accounting	3	ENGL051	
BACC360	Managerial Accounting	3	BACC200	
BECO210	Introduction to Microeconomics	3	BECO100 - BMTH210	
BECO260	Introduction to Macroeconomics	3	BECO100 - BMTH210	
BFIN300	Business Finance	3	BACC200	
BMGT200	Introduction to Business Management	3	ENGL151	
BMGT300	Introduction to Business Law	3	BMGT200	
BMGT315	Human Resource Management	3	BMGT200	
BMGT340	Organizational Behavior	3	BMGT200	
BMGT360	Research Methods for Business	3	BMGT200	
BMGT380	Business Ethics	3	BMGT200	
BMIS300	Management Information Systems	3	ENGL151	
BMKT300	Marketing Theory and Principles	3	ENGL151	
BMTH210	Business and Managerial Math	3	ENGL051 - MATH100	
BSTA205	Introduction to Business Statistics	3	ENGL051 - BSTA100	
IMGT490	Global Strategic Management	3	BMGT200	
Total		48		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
BMKT310	Digital Marketing	3	BMKT300	
BMKT315	Integrated Marketing Communication	3	BMKT300	
BMKT350	Consumer Behavior	3	BMKT300	
BMKT380	Strategic Brand Management	3	BMKT300	
BMKT385	New Product Development and Management	3	BMKT300	
BMKT450	Sales and Customer Service Management	3	BMKT300	
BMKT497	Retailing and Merchandising Management	3	BMKT300	
BMKT498	Senior Project in Marketing	3	BMKT380 - BMKT450 - BMKT385 - BMKT350 - BMKT315 - BMKT310	
Total		24		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
CSCI200	Introduction to Computers	3	ENGL051	

CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL201	Composition and Research Skills	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
Total		15		
General Education Electives				
Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
Total		6		
Major Elective Courses				
Code	Title	Credits	Prerequisites	Corequisites
BECO305	Intermediate Microeconomics	3	BECO210	
BECO340	Intermediate Macroeconomics	3	BECO260	
BECO385	Econometrics	3	BSTA205 - BECO260 - 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	