BACHELOR / ASSOCIATE OF ARTS IN MARKETING

The Marketing program combines specialized marketing courses with subjects in humanities, sciences, social sciences, mathematics and business fundamentals. Students in this program develop the necessary tools to understand consumer behavior, concepts related to segmentation and positioning strategies. Students will also learn how to identify the marketing mix for products and services and apply them to develop basic products, pricing, placement and promotion plans.

This Marketing program prepares students to be a link between the market and an organization by developing their capacity to identify consumer needs and fulfill them with tangible products and services, using basic management tools and marketing fundamentals.

B.A. / A.A. IN MARKETING
PROGRAM OF STUDY

COURSE NUMBER	COURSE TITLE	CREDIT HOURS
	SEMESTER 1	
ENC1101	English Composition I*	3
SPC1600	Introduction to Public Speaking*	3
EVR1009	Environmental Science*	3
MAC1105	College Algebra*	3
PHI2600	Introduction to Ethics*	3
	SEMESTER 2	
ENC1102	English Composition II*	3
EUH1001	Western Civilization I*	3
BSC1005	General Biology*	3
HLP1081	Total Wellness*	3
STA2023	Statistics*	3
	SEMESTER 3	
AML2020	American Literature*	3
ECO2013	Principles of Macroeconomics*	3
GEB1011	Introduction to Business	3
ACG2001	Principles of Accounting I	3
MAR1011	Principles of Marketing	3
	SEMESTER 4	
ECO2023	Principles of Microeconomics*	3
MAR2141	International Marketing	3
MKA1511	Advertising	3
MKA1021	Business Management and Consumer Behavior Analysis	3
MKA2932	Marketing Management	3

COURSE NUMBER	COURSE TITLE	CREDIT HOURS
	SEMESTER 5	
ACG2011	Principles of Accounting II	3
PS20120	General Psychology*	3
WH20400	World History*	3
FR11210	French I	3
MA30110	Distribution Channels	3
	SEMESTER 6	
MK30220	Services Marketing	3
IN40320	Global Business Strategy	3
MA30420	Consumer Behavior	3
FIN2220	Finance	3
MK30610	Business To Business Marketing	3
	SEMESTER 7	
MA30710	Brand Management	3
MA30510	Organizational Behavior	3
MA30610	Leadership and Communication	3
MA30810	Marketing Research	3
IN30220	Negotiation	3
	SEMESTER 8	
MA30320	E-Marketing	3
MA30120	Business Management	3
MA30520	Pricing and Profitability Decision Making	3
MA40920	Promotion Management & Integrated Marketing Communications	3
CA40060	Marketing Capstone	3
	TOTAL CREDITS	120

*General Education Classes.

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