

Marketing			
Code	Course Title	Credits	Prerequisites
General Requirements		41	
ENG201	Sophomore English	5	ENG102 or equivalent
ENG211	Business Communication	5	ENG201
LAW211	Commercial Law	5	
BUS410	Methodology of Research	6	Senior Standing
CSC201	Computer Applications	5	
MTH211	Mathematics for Business	5	
BUS205	International Business Environment	5	ENG102 or equivalent
PSY201	General Psychology	5	ENG102 or equivalent
Core Courses		80	
ACC201	Principles of Accounting I	5	
ACC202	Principles of Accounting II	5	ACC201
ACC311	Cost Accounting	5	ACC202
BUS321	Quantitative Methods for Business Decisions	5	STA201
ECO201	Microeconomics	5	ENG102 or equivalent
ECO202	Macroeconomics	5	ENG102 or equivalent
FIN301	Financial Management	5	ACC201
HRM211	Human Resources Management	5	ENG102 or equivalent
LAW212	Labor Law	5	
MGT201	Introduction to Management	5	ENG102 or equivalent
MGT301	Organizational Behavior	5	MGT201
MGT351	International Management	5	MGT201- BUS205
MGT431	Strategic Management and Business Policy	5	MGT201
MIS301	Management Information System	5	MGT201 – CSC201
MKT201	Introduction to Marketing	5	ENG102 or equivalent
STA201	Business Statistics	5	
Major Requirements		46	
ADV201	Introduction to Advertising*	5	MKT201
MKT301	Consumer Behavior*	5	MKT201
MKT321	Professional Selling & Sales Management*	5	MKT201
MKT351	International Marketing*	5	MKT201
MKT421	Marketing Research*	5	MKT201
MKT431	Strategic Marketing*	5	MKT201
MKT498	Internship in Marketing*	6	Senior Standing
MKT499	Senior Study – Marketing*	10	Senior Standing
Elective Courses		13	
Total Number of Credits		180	

*Major Courses