



Bachelor of Business Administration - Marketing Concentration (BBAMK)

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
BACC200	Financial Accounting	3	ENGL051	
BECO250	Introduction to Microeconomics	3	BMTH210	
BECO301	Introduction to Macroeconomics	3	BMTH210	
BFIN250	Introduction to Finance	3	BACC200	
BMGT200	Introduction to Business Management	3	ENGL151	
BMGT315	Human Resource Management	3	BMGT200	
BMIS250	Management Information Systems	3	ENGL151	
BMKT250	Marketing Theory and Principles	3	ENGL151	
BMTH210	Business and Managerial Math	3	ENGL051 - MATH100	
BSTA205	Introduction to Business Statistics	3	ENGL051 - BSTA100	
CSCI200	Introduction to Computers	3	ENGL051	
Total		33		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
BACC250	Managerial Accounting	3	BACC200	
BMGT350	Introduction to Business Law	3	BMGT200	
BMGT351	Organizational Behavior	3	BMGT200	
BMGT401	Business Ethics	3	BMGT200	
BMGT491	Global Strategic Management	3	BMGT200	
BMGT496	Research Methods for Business	3	BSTA205 - BMGT200	
BMIS401	Operations Management	3	BSTA205	
BMKT303	Consumer Behavior	3	BMKT250	
BMKT340	Global Marketing	3	BMKT250	
BMKT355	Digital Marketing	3	BMKT250	
BMKT380	Strategic Brand Management	3	BMKT250	
BMKT401	Integrated Marketing Communication	3	BMKT250	
BMKT405	Sales and Customer Service Management	3	BMKT250	
BMKT497	Retailing & Merchandising Management	3	BMKT250	
BMKT499	Senior Project In Marketing	3	BMKT405 - BMKT380	BMKT497
Total		45		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL201	Composition and Research Skills	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
Total		12		

General Education Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		

	Elective	3		
	Total	9		