



**Bachelor of Business Administration - Marketing Concentration (BBAMK)**

**First Year**

**Fall Semester**

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

**Spring Semester**

| Code    | Title                           | Credits | Prerequisites | Corequisites |
|---------|---------------------------------|---------|---------------|--------------|
| BACC250 | Managerial Accounting           | 3       | BACC200       |              |
| BECO250 | Introduction to Microeconomics  | 3       | BMTH210       |              |
| ENGL251 | Communication Skills            | 3       | ENGL201       |              |
| BFIN250 | Introduction to Finance         | 3       | BACC200       |              |
| BMIS250 | Management Information Systems  | 3       | ENGL151       |              |
| BMKT250 | 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       |               |              |
| BMKT340 | Global Marketing               | 3       | BMKT250       |              |
| BMKT303 | Consumer Behavior              | 3       | BMKT250       |              |
| BMGT315 | Human Resource Management      | 3       | BMGT200       |              |
| BECO301 | Introduction to Macroeconomics | 3       | BMTH210       |              |
| Total   |                                | 18      |               |              |

**Spring Semester**

| Code    | Title                        | Credits | Prerequisites | Corequisites |
|---------|------------------------------|---------|---------------|--------------|
|         | Elective                     | 3       |               |              |
| BMKT355 | Digital Marketing            | 3       | BMKT250       |              |
| BMGT350 | Introduction to Business Law | 3       | BMGT200       |              |
| BMGT351 | Organizational Behavior      | 3       | BMGT200       |              |
| BMKT380 | Strategic Brand Management   | 3       | BMKT250       |              |
| Total   |                              | 15      |               |              |

**Third Year**

**Fall Semester**

| Code    | Title                                 | Credits | Prerequisites | Corequisites |
|---------|---------------------------------------|---------|---------------|--------------|
| BMKT405 | Sales and Customer Service Management | 3       | BMKT250       |              |
|         | Elective                              | 3       |               |              |
| BMIS401 | Operations Management                 | 3       | BSTA205       |              |
| BMGT401 | Business Ethics                       | 3       | BMGT200       |              |
| BMKT401 | Integrated Marketing Communication    | 3       | BMKT250       |              |

|                 |                                             |         |                   |              |
|-----------------|---------------------------------------------|---------|-------------------|--------------|
| Total           |                                             | 15      |                   |              |
| Spring Semester |                                             |         |                   |              |
| Code            | Title                                       | Credits | Prerequisites     | Corequisites |
| BMKT497         | Retailing & Merchandising Management        | 3       | BMKT250           |              |
| CULT200         | Introduction to Arab - Islamic Civilization | 3       |                   |              |
| BMGT496         | Research Methods for Business               | 3       | BSTA205 - BMGT200 |              |
| BMGT491         | Global Strategic Management                 | 3       | BMGT200           |              |
| BMKT499         | Senior Project In Marketing                 | 3       | BMKT405 - BMKT380 | BMKT497      |
| Total           |                                             | 15      |                   |              |