

Curriculum: Bachelor of Science in Business Administration (BSBA)
Marketing Major Study Plan - Total: 132 Credits

First Year (Freshmen) First Semester

| Course Code | Course - Title | Credits | Prerequisite |
|-------------|----------------------------------|-----------|---------------------|
| MTH 101 | General Calculus | 3 | MTH 001 |
| MGT 101 | Introduction to Management | 3 | ORN 04R and ORN 04C |
| | Social Science/Humanity Elective | 3 | ORN 04R and ORN 04C |
| | Ecology/Science Elective | 3 | ORN 04R and ORN 04C |
| MKT 102 | Introduction to Marketing | 3 | ORN 04R and ORN 04C |
| ISL 101 | Foundation of Islamic Culture | 2 | ORN 02R and ORN 02C |
| ARB 102 | Communication Skills in Arabic | 2 | ORN 02R and ORN 02C |
| | Total | 19 | |

First Year (Freshmen) Second Semester

| Course Code | Course - Title | Credits | Prerequisite |
|-------------|----------------------------------|-----------|---------------------------------|
| ECO 201 | Principles of Microeconomics | 3 | ORN 04R and ORN 04C and MTH 101 |
| STT 102 | Introduction to Statistics | 3 | MTH 101 |
| MGT 102 | Organizational Behavior | 3 | MGT 101 |
| ENG 101 | English Essay Writing | 3 | ORN 05R and ORN 05C |
| | Social Science/Humanity Elective | 3 | ORN 04R and ORN 04C |
| ARB 202 | Writing Skills in Arabic | 2 | ORN 02R and ORN 02C |
| ISL 201 | Foundation of Islamic Economy | 2 | ORN 02R and ORN 02C |
| | Total | 19 | |

Second Year (Sophomore) First Semester

| Course Code | Course - Title | Credits | Prerequisite |
|-------------|----------------------------------|-----------|---------------------|
| STT 203 | Intermed. Stat. & Data Analytics | 3 | STT 102 and ENG 101 |
| ECO 202 | Principles of Macroeconomics | 3 | ECO 201 and ENG 101 |
| ACC 201 | Financial Accounting | 3 | ECO 201 and ENG 101 |
| ENG 202 | Tech. Report & Bus. Writing | 3 | ENG 101 |
| MIS 201 | Introduction to MIS | 3 | MGT 101 and ENG 101 |
| ISL 301 | Work Ethics in Islam | 2 | ORN 02R and ORN 02C |
| | Total | 17 | |

Second Year (Sophomore) Second Semester

| Course Code | Course - Title | Credits | Prerequisite |
|-------------|---------------------------------|---------|--------------|
| BUS 304 | Business in Saudi Arabia | 3 | ECO 202 |
| MGT 202 | Introduction to Risk Management | 3 | ECO 202 |
| ACC 202 | Managerial Accounting | 3 | ACC 201 |

| | | | |
|----------------|----------------------------|-----------|---------------------|
| FIN 202 | Introduction to Finance | 3 | ACC 201 |
| BUS 302 | International Business Law | 3 | MGT 102 and ENG 101 |
| ARB 302 | Topics in Arabic Culture | 2 | ORN 02R and ORN 02C |
| | Total | <u>17</u> | |

Third Year (Junior) First Semester

| Course Code | Course - Title | Credits | Prerequisite |
|----------------|--------------------------------|-----------|---------------------|
| MKT 311 | Consumer Behavior | 3 | MKT 102 and ECO 202 |
| MKT 415 | Sales Management | 3 | MKT 102 and ECO 202 |
| BUS 385 | Bus. Res. Methods & Publishing | 3 | STT 203 |
| MGT 305 | Intro. to Quality Management | 3 | MGT 102 and ECO 202 |
| | Business Elective I | 3 | |
| | Business Elective II | 3 | |
| | Total | <u>18</u> | |

Third Year (Junior) Second Semester

| Course Code | Course - Title | Credits | Prerequisite |
|----------------|--------------------------------------|-----------|--------------|
| MKT 312 | Marketing Research | 3 | MKT 311 |
| MKT 411 | Marketing Strategies | 3 | MKT 311 |
| BUS 401 | Ethics & Corp. Social Responsibility | 3 | BUS 302 |
| | Business Elective III | 3 | |
| | Business Elective IV | 3 | |
| | Major Elective I | 3 | |
| | Total | <u>18</u> | |

Fourth Year (Senior) First Semester

| Course Code | Course - Title | Credits | Prerequisite |
|----------------|-----------------------------------|-----------|---------------------|
| MKT 418 | International Marketing | 3 | MKT 311 |
| BUS 404 | Corporate Policies and Strategies | 3 | 90 Credits |
| MKT 490 | Marketing Senior Project | 4 | 90 Credits |
| ISL 401 | Topics in Islamic Thought | 2 | ORN 02R and ORN 02C |
| | Business Elective V | 3 | |
| | Major Elective II | 3 | |
| | Total | <u>18</u> | |

Fourth Year (Senior) Second Semester

| Course Code | Course - Title | Credits | Prerequisite |
|----------------|--------------------------|---------|--------------|
| MKT 498 | Coop Training Internship | 6 | 90 Credits |

Grant Total **132**

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|------------|--------------------------------|
| GER | General Education Requirements |
| BCC | Business Core Courses |

| | |
|------------|---------------------------|
| MJR | Major |
| BEC | Business Elective Courses |

Marketing Major – Required Courses

| Course Code | Courses Title | Credit | Prerequisite |
|--------------------|-------------------------|---------------|---------------------|
| MKT 311 | Consumer Behavior | 3 | MKT 102 and ECO 202 |
| MKT 312 | Marketing Research | 3 | MKT 311 |
| MKT 411 | Marketing Strategies | 3 | MKT 311 |
| MKT 415 | Sales Management | 3 | MKT 102 and ECO 202 |
| MKT 418 | International Marketing | 3 | MKT 311 |

Marketing Major – Elective Courses (any two)

| Course Code | Course Title | Credit | Prerequisite |
|--------------------|---------------------------|---------------|---------------------|
| MKT 314 | Marketing Management | 3 | MKT 102 and ECO 202 |
| MKT 315 | Branding Strategy | 3 | MKT 102 and ECO 202 |
| MKT 323 | E-marketing | 3 | MKT 311 |
| MKT 324 | Services Marketing | 3 | MKT 312 |
| MKT 414 | Promotion and Advertising | 3 | MKT 312 |
| MKT 417 | Retail Management | 3 | MKT 312 |