

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, ORN 04R and ORN 04C
MGT 101	Introduction to Management	3	ORN 04R and ORN 04C
	Social Science/Humanity Elective I	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
ARB 202	Writing Skills in Arabic	2	ORN 02R and ORN 02C
	Total	18	

First Year (Freshmen) Second Semester

Course Code	Course - Title	Credits	Prerequisite
ECO 201	Principles of Microeconomics	3	MTH 101, ORN 04R and ORN 04C
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 II	3	ORN 04R and ORN 04C
	Natural Science Elective	3	ORN 04R and ORN 04C
	Total	18	

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
MIS 201	Introduction to MIS	3	MGT 101 and ENG 101
ISL 301	Work Ethics in Islam	2	ORN 02R and ORN 02C
ISL 201	Foundation of Islamic Economy	2	ORN 02R and ORN 02C
ARB 302	Topics in Arabic Culture	2	ORN 02R and ORN 02C
	Total	18	

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
ENG 202	Tech. Report & Bus. Writing	3	ENG 101
	Total	18	

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 18

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

*It is advisable to take CSK 001, a one-week long, none credit, career skill course, before the COOP

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