The International University of Beirut
الجامعة الدولية في بيروت

Bachelor in Marketing (MKT)

Major Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
	Total	6		

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
BACC200	Financial Accounting	3	ENGL051	
BACC360	Managerial Accounting	3	BACC200	
BECO210	Introduction to Microeconomics	3	BMTH210	
BECO260	Introduction to Macroeconomics	3	BMTH210	
BFIN300	Business Finance	3	BACC200	
BMGT200	Introduction to Business Management	3	ENGL151	
BMGT300	Introduction to Business Law	3	BMGT200	
BMGT315	Human Resource Management	3	BMGT200	
BMGT340	Organizational Behavior	3	BMGT200	
BMGT360	Research Methods for Business	3	BMGT200	
BMGT380	Business Ethics	3	BMGT200	
BMIS300	Management Information Systems	3	ENGL151	
BMKT300	Marketing Theory and Principles	3	ENGL151	
IMGT490	Global Strategic Management	3	BMGT200	
	Total	42		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
BMKT310	Digital Marketing	3	BMKT300	
BMKT315	Integrated Marketing Communication	3	BMKT300	
BMKT350	Consumer Behavior	3	BMKT300	
BMKT380	Strategic Brand Management	3	BMKT300	
BMKT385	New Product Development and Management	3	BMKT300	
BMKT450	Sales and Customer Service Management	3	BMKT300	
BMKT497	Retailing & Merchandising Management	3	BMKT300	
BMKT498	Senior Project in Marketing	3	BMKT450 - BMKT385 - BMKT350 - BMKT315 - BMKT310	
	Total	24		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
BMTH210	Business and Managerial Math	3	ENGL051 - MATH100	

BSTA205	Introduction to Business Statistics	3	ENGL051	
CSCI200	Introduction to Computers	3	ENGL051	
CULT200	Introduction to Arab - Islamic Civilization	3		
ENGL201	Composition and Research Skills	3	ENGL151	
ENGL251	Communication Skills	3	ENGL201	
	Total	21		

General Education Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
	Total	6		

Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites
BACC330	Intermediate Financial Accounting I	3	BACC200	
BACC370	Intermediate Financial Accounting II	3	BACC330	
BACC380	Advanced Managerial Accounting	3	BACC360	
BACC400	Accounting Information Systems and Applications	3	ENGL151-BACC200	
BACC420	Tax Accounting	3	BACC200	
BACC430	Auditing and Fraud Prevention	3	ENGL151-BACC200	
BACC497	Advanced Accounting	3	BACC330	
BECO305	Intermediate Microeconomics	3	BECO210	
BECO320	History of Economic Thought	3	BECO210	
BECO340	Intermediate Macroeconomics	3	BECO260	
BECO360	Intermediate Economics	3	BECO260-BECO210	
BECO365	Growth Models and Policy	3	BECO260-BECO210	
BECO370	International Trade Theory and Policy	3	BECO260-BECO210	
BECO375	Environmental Economics	3	BECO260-BECO210	
BECO385	Econometrics	3	BSTA205-BECO260-BECO210	
BECO400	Labor Economics and Market Structures	3	BECO260-BECO210	
BECO420	Managerial Economics	3	BECO260-BECO210	
BECO430	International Economics and Trade	3	BECO260-BECO210	
BECO470	Economics of Money and Banking	3	BECO260-BECO210	
BFIN350	Financial Management	3	BFIN300	
BFIN360	Financial Reporting and Analysis	3	BFIN300	
BFIN430	International Banking and Finance	3	BFIN300	
BFIN440	Banking Operations	3	BFIN300	
BFIN460	Personal Finance	3	BFIN300	
BFIN470	Financial Markets and Institutions	3	BFIN300	
BFIN475	Financial Investments	3	BFIN300	
BHTM305	Introduction to Hospitality & Tourism Industry	3	ENGL151	
BHTM311	Lodging Management (+Opera)	3	BHTM305	
BHTM315	Business Etiquette & Protocol	3	ENGL151	
BHTM340	Restaurant Management	3	BHTM305	
BHTM425	Food and Beverage Cost Control	3	BHTM305-BACC200	

BHTM445	Conventions and Meetings Management	3	BMGT200	
BHTM495	Revenue Management	3	BACC200-BHTM305	
BMGT370	Decision Making Management	3	BMGT200	
BMGT375	Training and Development Management	3	BMGT200	
BMGT390	Innovation Management	3	BMGT200	
BMGT470	Total Quality Management	3	BMGT200	
BMGT475	Leadership Principles	3	BMGT200	
BMGT480	Managing Business Governance	3	BMGT200	
BMIS310	Business Telecommunications	3	BMIS300	
BMIS315	Information Systems Security	3	BMIS300	
BMIS320	Data Management	3	BMIS300	
BMIS360	Operations Management	3	BSTA205	
BMIS370	System Analysis and Design	3	BMIS300	
BMIS375	Programming Fundamentals	3	BMIS300	
BMIS400	E-Business	3	BMIS300	
BMIS480	Knowledge Management	3	BMIS300	
BMIS497	Business Intelligence Systems	3	BMIS300	
BMKT380	Strategic Brand Management	3	BMKT300	
IMGT300	International Business Communication	3	BMGT200	
IMGT350	Advanced Human Resource Management	3	BMGT315	
IMGT390	Strategic Negotiations	3	BMGT200	
IMGT430	International Business Management	3	BMGT200	
IMGT450	International Business Operations	3	BMGT200	
IMGT497	Managing Entrepreneurship	3	BMGT200	
IMKT400	International Business Marketing	3	BMKT300	