

Bachelor in Marketing (MKT)

Major Electives

Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
Total		6		

Core Requirements

Code	Title	Credits	Prerequisites	Corequisites
BACC210	Principles of Accounting I	3	ENGL051	
BECO210	Introduction to Microeconomics	3	ENGL051 - ENGL101 - BMTH210	
BECO260	Introduction to Macroeconomics	3	ENGL101 - BMTH210	
BFIN300	Business Finance	3	BMTH210	ENGL201
BMGT200	Introduction to Business Management	3		BMGT210 - ENGL201
BMGT210	Introduction to the World of Business	3	ENGL101	
BMGT300	Introduction to Business Law	3	ENGL201	
BMGT315	Human Resource Management	3	BMGT200	
BMGT380	Business Ethics	3	BMGT200	
BMIS300	Management Information Systems	3	ENGL151 - CSCI200	
BMKT300	Marketing Theory and Principles	3		ENGL201
BMKT310	Digital Marketing	3	BMKT300	
BMTH210	Business and Managerial Math	3	ENGL051 - MATH100	
BSTA205	Introduction to Business Statistics	3	MATH100	
Total		42		

Major Requirements

Code	Title	Credits	Prerequisites	Corequisites
BMKT315	Integrated Marketing Communication	3	BMKT300	
BMKT350	Consumer Behavior	3	BMKT300	
BMKT360	Market Research Methods	3	BSTA305 - BMKT300	
BMKT420	Customer Service Management	3	BMKT300	
BMKT456	Sales Management	3	BMKT300	
BMKT490	Marketing Policies and Strategies	3	BMKT300	
BMKT497	Retailing & Merchandising Management	3	BMKT310 - BMKT456	
BSTA305	Advanced Business Statistics	3	ENGL151 - BSTA205	
IMKT400	International Business Marketing	3	BMKT300	
Total		27		

General Education Requirements

Code	Title	Credits	Prerequisites	Corequisites
ARAB200	Arabic Language and Literature	3		
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		15		
General Education Electives				
Code	Title	Credits	Prerequisites	Corequisites
	Elective	3		
	Elective	3		
	Elective	3		
Total		9		
Major Elective Courses				
Code	Title	Credits	Prerequisites	Corequisites
ADVR300	Advertising Theory & Practice	3	BMKT300	
ADVR348	Advertising Pitching	3	BMKT315-ADVR300	
ADVR350	Advertising Copywriting	3	BMKT300-ADVR300	
ADVR410	Advertising & Sales Promotion	3	BMKT300	
BACC360	Managerial Accounting	3	ENGL201	
BACC410	Intermediate Accounting	3		ENGL201
BACC420	Tax Accounting	3	ENGL201	
BECO305	Intermediate Microeconomics	3	BECO210-ENGL201	
BECO340	Intermediate Macroeconomics	3	BECO260-ENGL201	
BECO365	Growth Models and Policy	3	BECO340	
BECO385	Econometrics	3	BSTA305-BECO260-BECO210	
BECO400	Labor Economics and Market Structures	3	BECO305	
BECO430	International Economics and Trade	3	ENGL201-BECO260	
BECO454	Special Topics in Economics	3	ENGL201-BECO260-BECO210	
BECO490	Applied Econometrics	3	BECO385	
BFIN350	Financial Management	3	BFIN300	
BFIN360	Financial Reporting and Analysis	3	BFIN300	
BFIN380	Introduction to Islamic Banking	3	BFIN300	
BFIN400	Financial Modeling	3	BFIN300	
BFIN420	Lending Decision	3	BFIN350	
BFIN430	International Banking and Finance	3	BFIN300	
BFIN440	Banking Operations	3	BFIN300	
BFIN450	Investment Banking	3	BFIN350	
BFIN470	Financial Markets and Institutions	3	BFIN350	
BHTM300	Travel Industry Management	3	ENGL201	
BHTM305	Introduction to Hospitality & Tourism Industry	3		ENGL201
BHTM315	Business Etiquette & Protocol	3	ENGL201	
BHTM360	Hospitality and Tourism Purchasing	3	BHTM305	
BHTM370	Sanitation and Health in Food Service	3	ENGL201	
BHTM375	International Cuisine	3	ENGL201	
BHTM400	Hospitality Facilities Management	3	BHTM305	
BHTM421	Travel Agency Management (+Amadeus)	3	ENGL201	
BHTM425	Food and Beverage Cost Control	3	BMTH210	
BHTM445	Conventions and Meetings Management	3	BMGT200-ENGL201	
BHTM490	Catering Management	3	BHTM370-BHTM305	
BMGT317	New Roles of Leaders and the Creation of Healthy Organizational Cultures	3	BMGT200	
BMGT350	Trends of Business	3	ENGL201-BMGT200	

BMGT365	Management and Organization Theory	3	BMGT200	
BMGT450	Commercial Bank Management	3	BFIN300-BMGT200	
BMGT470	Total Quality Management	3		
BMIS310	Business Telecommunications	3	BMIS300	BMIS320
BMIS320	Data Management	3	BMIS300	
BMIS355	Quantitative Methods of Business Decisions	3	ENGL201-BSTA205	
BMIS360	Operations Management	3	BMIS300	
BMIS370	System Analysis and Design	3	BMIS320	
BMIS400	E-Business	3	BMIS300	
BMIS470	Decision Support Systems	3		
IMGT420	International Business Law	3	BMGT300	
IMGT430	International Business Management	3	BMGT200	