

Bachelor of Business Administration - MARKETING MAJOR

LEVEL ONE						LEVEL TWO					
LOWER DIVISION											
Modules	CREDITS	PRE REQUISITS	SEM1	SEM2	SEM3	Modules	Credits	PRE REQUISITS	SEM1	SEM2	SEM3
			Semester module offered						Semester module offered		
College Mathematics 1A MAT1044	4		√	√		Academic Writing II COM2014	3	COM1020 - P	√	√	
Community Service Project CSP1001	1		√	√		Business Law LAW2001	3	COM1020 - P	√	√	
Introduction to Management MAN1006	3		√	√		Fundamentals of Marketing MKT2001	3		√	√	
Psychology PSY1002	3		√	√		Introduction to Macroeconomics ECO2001	3		√	√	
Academic Writing I COM1020	3		√	√		Introduction to Financial Accounting ACC2001	3	ACC0001 - P	√	√	
Information Technology INT1001	3		√	√		University Elective	3		√	√	
Environmental Studies ENS3001	3		√	√		Organizational Behaviour MAN2005	3	MAN1006 –P OR PSY1002 – P OR SOC1001 - P	√	√	
Calculus for Social Sciences MAT1045	3	MAT1044 - P	√	√		Service Marketing MKT3010 / Introduction to Administrative Management ADM2001	3	MKT2001 - P		√	
Introduction to Microeconomics ECO1001	3		√	√		Business Statistics STA2004	3		√	√	
Introduction to Logic ECO1015	2		√	√		Intro. to Management Accounting ACC2008	3		√	√	
Total Credits- 28						Total Credits- 30					

*Fundamentals of Accounting
*Developmental English

zero credit
zero credit

NB. Module should be done if student does not possess a grade 1 in CXC or CAPE

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LEVEL THREE						LEVEL FOUR					
UPPER DIVISION											
MODULES	CREDITS	PRE REQUISITE	SEM 1	SEM 2	SEM 3	MODULES	CREDITS	PRE REQUISITE	SEM1	SEM2	SEM3
			Semester module offered						Semester module offered		
Research Methodologies RES3001	3	Complete 46 Credits	√	√	√	Strategic Marketing Management MKT4004	4	MKT3003, MKT3004, MKT3005, MKT3006 ALL P		√	√
Entrepreneurship ENT3001	3		√	√	√	Business Ethics HUM4001	3	MAN2005 , COM2014 - P	√		√
Financial Management FIN3001	3	(MAT1045), (COM2014) OR (COM2001), (ACC2001), (STA2004), (ECO2001) ALL - P	√	√	√	Advertising Management MKT4002	3	MKT3004 -P	√	√	
Decision Science MAN3020	3	MAN1006, MAT1045, STA2004 - P	√	√	√	Global Marketing MKT4011	3	MKT2001 - P	√	√	
Selling Strategies & Practices MKT3003	3	MKT2001, - P	√	√		Logistics & Supply Chain Management MAN4024	3	MAN3020 - P	√	√	
Marketing Communications MKT3004		MKT2001, - P	√	√	√	Marketing Operations MKT4003		MKT3003, MKT3004, MKT3005, MKT3006 All P	√	√	
Customer Buying Behaviour MKT3005	3	MKT2001, - P	√	√	√	Marketing Research MKT4014	3	MKT3004, MKT3005, RES3001 – all P	√	√	
Retail Management MKT3006	3	MKT2001, - P	√	√		Special Topics in Marketing MKT3008	3	MKT3004, MKT3005, MKT3006 – all P	√	√	
One Marketing Elective from the pool **** see list below	3					Marketing Seminar MKT4006	3	MKT3004 - P, MKT3005 - P & COMPLETE 80 CREDITS		√	
3 Minor Modules	9					2 Minor Modules	6				

Do ONE of these Marketing Electives: Service Marketing (MKT3010), Internet Marketing (MKT3007), Public Relations (MKT3021), Music Marketing (MKT4015), Event Marketing (MKT4016), Sports Marketing (MKT4017), Project Management (POM4004)

Marketing Majors and Minors **MUST** do Service Marketing (MKT3010) **either** as the School elective in Level 2 OR as the Marketing elective in Level 3. If you already did Service Marketing as your School elective then select another module from the list of Marketing electives.