

## 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 <b>MAT1044</b>	4		√	√		Academic Writing II <b>COM2014</b>	3	COM1020 - P	√	√	
Community Service Project <b>CSP1001</b>	1		√	√		Business Law <b>LAW2001</b>	3	COM1020 - P	√	√	
Introduction to Management <b>MAN1006</b>	3		√	√		Fundamentals of Marketing <b>MKT2001</b>	3		√	√	
Psychology <b>PSY1002</b>	3		√	√		Introduction to Macroeconomics <b>ECO2001</b>	3		√	√	
Academic Writing I <b>COM1020</b>	3		√	√		Introduction to Financial Accounting <b>ACC2001</b>	3	ACC0001 -P	√	√	
Information Technology <b>INT1001</b>	3		√	√		University Elective	3		√	√	
Environmental Studies <b>ENS3001</b>	3		√	√		Organizational Behaviour <b>MAN2005</b>	3	MAN1006 –P OR PSY1002 – P OR SOC1001 - P	√	√	
Calculus for Social Sciences <b>MAT1045</b>	3	MAT1044 - P	√	√		Service Marketing <b>MKT3010</b> / Introduction to Office Systems <b>ADM2001</b>	3	MKT2001 - P  MAN1006 - P		√	
Introduction to Microeconomics <b>ECO1001</b>	3		√	√		Business Statistics <b>STA2004</b>	3		√	√	
Introduction to Logic <b>ECO1015</b>	2		√	√		Intro. to Management Accounting <b>ACC2008</b>	3		√	√	
<b>Total Credits- 28</b>						<b>Total Credits- 30</b>					

\*Fundamentals of Accounting      zero credit

\*Developmental English          zero credit

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

## Bachelor of Business Administration - MARKETING MAJOR

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 <b>RES3001</b>	3	Complete 46 Credits	√	√	√	Strategic Marketing Management (including project) <b>MKT4004</b>	4	MKT3003, MKT3004, MKT3005, MKT3006 ALL P		√	√
Entrepreneurship <b>ENT3001</b>	3		√	√	√	Business Ethics <b>HUM4001</b>	3	MAN2005 , COM2014 - P	√	√	√
Financial Management <b>FIN3001</b>	3	(MAT1045), (COM2014) OR (COM2001), (ACC2001), (STA2004), (ECO2001) ALL - P	√	√	√	Advertising Management <b>MKT4002</b>	3	MKT3004 -P	√	√	
Decision Science <b>MAN3020</b>	3	MAN1006, MAT1045, STA2004 - P	√	√	√	Global Marketing <b>MKT4011</b>	3	MKT2001 - P	√	√	
Selling Strategies & Practices <b>MKT3003</b>	3	MKT2001, - P	√	√		Logistics & Supply Chain Management <b>MAN4024</b>	3	MAN3020 - P	√	√	
Marketing Communications <b>MKT3004</b>		MKT2001, - P	√	√	√	Marketing Operations <b>MKT4003</b>		MKT3003, MKT3004, MKT3005, MKT3006 All P	√	√	
Customer Buying Behaviour <b>MKT3005</b>	3	MKT2001, - P	√	√	√	Marketing Research <b>MKT4014</b>	3	MKT3004, MKT3005, RES3001 – all P	√	√	
Retail Management <b>MKT3006</b>	3	MKT2001, - P	√	√		Special Topics in Marketing <b>MKT3008</b>	3	MKT3004, MKT3005, MKT3006 – all P	√	√	
One Marketing Elective from the pool	3					Marketing Seminar <b>MKT4006</b>	3	MKT3004 - P, MKT3005 - P & COMPLETE 80 CREDITS		√	
<b>3 Minor Modules</b>	<b>9</b>					<b>2 Minor Modules</b>	<b>6</b>				