

Bachelor of Business Administration - MARKETING MAJOR

| LEVEL ONE | | | | | | LEVEL TWO | | | | | |
|--|-----------|-----------------------------|-------------------------|------|------|--|-----------|--|-------------------------|------|------|
| LOWER DIVISION | | | | | | | | | | | |
| Modules | CREDITS | PRE-REQUISITES | SEM1 | SEM2 | SEM3 | Modules | Credits | PRE REQUISITS | SEM1 | SEM2 | SEM3 |
| | | | Semester module offered | | | | | | Semester module offered | | |
| College Mathematics 1A MAT1044 | 4 | | √ | √ | √ | Business Communication for Professionals COM2015 | 3 | COM1020/COM1024 - P | √ | √ | √ |
| Community Service Project CSP1001 | 1 | | √ | √ | √ | Business Law LAW2001 | 3 | COM1020/COM1024 - P | √ | √ | √ |
| Introduction to Management MAN1006 | 3 | | √ | √ | √ | Fundamentals of Marketing MKT2001 | 3 | COM1020/COM2014 - P | √ | √ | √ |
| Psychology PSY1002 | 3 | | √ | √ | √ | Introduction to Macroeconomics ECO2001 | 3 | | √ | √ | √ |
| Academic Literacy for Undergraduates COM1024 | 3 | COM0001 - P OR CSEC Grade 1 | √ | √ | √ | Introduction to Financial Accounting ACC2001 | 3 | ACC0001 –P OR CSEC Grade 1 | √ | √ | √ |
| Business Etiquette BUS1002 | 1 | | √ | √ | √ | Personal Development BUS2001 | 1 | BUS1002 - 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 | | √ | √ | √ | Financial Management FIN3001 – Minor 1 | 3 | MAT1044, ACC2001, STA2004, ECO2001, COM2014/COM2015 ALL – P, | √ | √ | √ |
| Introduction to Microeconomics ECO1001 | 3 | | √ | √ | √ | Business Statistics STA2004 | 3 | | √ | √ | √ |
| Introduction to Logic ECO1015 | 2 | | √ | √ | √ | Intro. to Management Accounting ACC2008 | 3 | | √ | √ | √ |
| Total Credits | 29 | | | | | Total Credits | 31 | | | | |

*Fundamentals of Accounting
*Developmental English

zero credit
zero credit

Revised August 2021

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 | | |
| Business Research Methods RES3025 | 3 | Complete 58 Credits | √ | √ | √ | Strategic Marketing Management MKT4004 | 3 | MKT3004 – P, MKT3005 – P; | √ | √ | √ |
| Entrepreneurship ENT3001 | 3 | | √ | √ | √ | Business Ethics HUM4001 | 3 | MAN2005 , COM2014/COM2015, RES3001 OR RES3025 ALL – P; | √ | √ | √ |
| Decision Science MAN3020 – Minor 2 | 3 | MAN1006 OR MAN2005, MAT1044, STA2004 ALL - P | √ | √ | √ | Marketing Research Project MKT4990 | 3 | RES3001/RES3025 – P; MKT3005 - T | √ | √ | |
| Governance & Society MAN3031 | 2 | BUS2001 - P | √ | √ | √ | Global Marketing MKT4011 | 3 | MKT2001 - P | √ | √ | √ |
| Marketing Communications MKT3004 | 3 | MKT2001 - P | √ | √ | √ | Marketing Research MKT4014 | 3 | MKT3004 – P, MKT3005 – P, RES3001/RES3025 - P | √ | √ | √ |
| Consumer Behaviour MKT3005 | 3 | MKT2001 - P | √ | √ | √ | Marketing Seminar 1 MKT4040 | 1.5 | MKT3004, MKT3005 ALL – P AND COMPLETE 58 CREDITS | √ | | |
| | | | | | | Marketing Elective 1 | 3 | SEE LIST OF MARKETING ELECTIVES | | | |
| Service Marketing MKT3010 | 3 | MKT2001 - P | √ | √ | √ | Marketing Elective 2 | 3 | SEE LIST OF MARKETING ELECTIVES | | | |
| Marketing Analytics MKT4046 | 3 | MKT3004, MKT3005 – P | √ | √ | √ | Marketing Elective 3 | 3 | SEE LIST OF MARKETING ELECTIVES | | | |
| Selling Strategies and Practices MKT3003 | 3 | MKT2001 - P | √ | √ | | Marketing Seminar 2 MKT4050 | 1.5 | MKT4040-T | | √ | |
| 3 Minor Modules | 9 | | | | | 2 Minor Modules | 6 | | | | |
| Total credits | 35 | | | | | Total credits | 33 | | | | |

Bachelor of Business Administration - Marketing Major Elective Sheet

| MODULES | CREDITS | PRE-REQUISITES | SEM1 | SEM2 | SEM3 |
|---|---------|----------------|------|------|------|
| Brand Management MKT4041 | 3 | | √ | | √ |
| Advertising Management MKT4002 | 3 | MKT3004 | √ | | √ |
| Retail Management MKT3006 | 3 | MKT2001 | | √ | |
| Supply Chain Management POM4010 | 3 | | √ | √ | √ |
| Events Marketing MKT4016 | 3 | MKT2001 | | | √ |
| Agricultural Marketing MKT4044 | 3 | MKT2001 | | √ | |
| Public Relations MKT3021 | 3 | | √ | | |
| Sports Marketing MKT4017 | 3 | MKT2001 | | √ | |
| Digital Marketing MKT3007 | 3 | MKT2001 | √ | √ | √ |

THIS DOCUMENT APPLIES ONLY TO STUDENTS WHO BEGAN THE BBA DEGREE IN or AFTER AY 2013/14