

B.BA in Marketing

Study Plan 2021-2022

| Year One | Semester 1 | | | Semester 2 | | |
|----------|------------|-------------------------|--------|------------|----------------------------------|--------|
| | No | Course | Credit | No | Course | Credit |
| | ENGL 100 | Academic English | 3 | ENGL 110 | English Composition 1 | 3 |
| | ARAB 101 | Arabic Language 1 | 3 | HIST 110 | Islamic Civilization History | 3 |
| | INFS 120 | Computers & Info System | 3 | GEN ED | Humanities, Arts & Culture | 3 |
| | MATH 110 | College Algebra | 3 | GEN ED | Mathematics and Natural Sciences | 3 |
| | | | | ECON 204 | Business economics | 3 |
| | Total | 12 | | Total | 15 | |

| Year Two | Semester 1 | | | Semester 2 | | |
|----------|------------|-----------------------|----------|-------------------|------------------------------------|--------|
| | No | Course | Credit | No/ | Course | Credit |
| | ENGL 120 | English Composition 2 | 3 | ACCT 232 | Managerial Accounting | 3 |
| | ACCT 130 | Financial Accounting | 3 | STAT 231 | Statistics for Business | 3 |
| | GEN ED | Math and Sciences | 3 | GEN ED | Kuwait Knowledge Area | 3 |
| | BUSG 250 | Business Law | 3 | FINT 232 | Principles of Finance | 3 |
| | MARK 201 | Marketing Principles | 3 | INFS 290 | Intro. to Management Info. Systems | 3 |
| | | | MARK 220 | Consumer Behavior | 3 | |
| | Total | 15 | | Total | 18 | |

| Year Three | Semester 1 | | | Semester 2 | | | |
|------------|------------|--|--------|------------|--------------------------------------|--------|----|
| | No | Course | Credit | No | Course | Credit | |
| | MANG 301 | Intro. to Management Organizational Behavior | 3 | MARK 360 | Advertising and Promotion Management | 3 | |
| | MARK 320 | Marketing Research | 3 | MARK 374 | Sales Management | 3 | |
| | GEN ED | Social Science | 3 | GEN ED | Humanities, Arts & Culture | 3 | |
| | MARK 330 | Marketing strategy & planning | 3 | MARK 372 | Services Marketing | 3 | |
| | Major Elec | Major Elective | 3 | Major Elec | Major Elective | 3 | |
| | OPMG 335 | Operations Management | 3 | Major Elec | Major Elective | 3 | |
| Total | | | 18 | Total | | | 18 |

| Year Four | Semester 1 | | | Semester 2 | | | |
|------------|----------------|------------------------------------|----------|----------------------|--------------------------------|--------|----|
| | No | Course | Credit | No | Course | Credit | |
| | BUSG 400 | Practicum in Business | 3 | BUSG 401 | Business Internship | 3 | |
| | GEN ED | Social Science | 3 | Major Elec | Major Elective | 3 | |
| | MARK 436 | Marketing Management | 3 | MANG 490 | Leadership & Change Management | 3 | |
| | MANG 485 | Strategic & Sustainable Management | 3 | Major Elec | Major Elective | 3 | |
| Major Elec | Major Elective | 3 | MARK 436 | Marketing Management | 3 | | |
| Total | | | 15 | Total | | | 15 |

Black: General Education

Green: Practical

Maroon: College Requirements

Blue: Major requirements

126 Credit