

«Marketing and Digital Communications (4 Years/240 ECTS, B.B.A.)»

TABLE 2: COURSE DISTRIBUTION PER SEMESTER

A/A	Course Type	Course Name	Course Code	Periods per week	Period duration	Number of weeks/ Academic semester	Total periods/ Academic semester	Number of ECTS
1st Semester								
1.	Compulsory	Introduction to Marketing	MAR100	3	50	14	42	6
2.	Compulsory	Social Media and Marketing Communications	MAR110	3	50	14	42	6
3.	Compulsory	Introduction to Business	BUS100	3	50	14	42	6
4.	Compulsory	Introduction to Financial Accounting	AEF110	3	50	14	42	6
5.	Free Elective		---	3	50	14	42	6
2nd Semester								
6.	Compulsory	Principles of Management	MGT100	3	50	14	42	6
7.	Compulsory	Advertising and Sales Promotion	MAR130	3	50	14	42	6
8.	Compulsory	Principles of Microeconomics	AEF100	3	50	14	42	6
9.	Compulsory	Business Statistics	AEF105	3	50	14	42	6
10.	Free Elective		---	3	50	14	42	6
3rd Semester								
11.	Compulsory	Numerical Applications and Methods for Business	BUS210	3	50	14	42	6
12.	Compulsory	Introduction to Managerial Accounting	AEF125	3	50	14	42	6
13.	Compulsory	Public Speaking and Human Communication	COM215	3	50	14	42	6
14.	Compulsory	Marketing Research	MAR200	3	50	14	42	6
15.	Free Elective		---	3	50	14	42	6

4 th Semester								
16.	Compulsory	Computer Applications for Business	BUS230	3	50	14	42	6
17.	Compulsory	Consumer Behavior	MAR230	3	50	14	42	6
18.	Compulsory	Emerging Issues in International Marketing	MAR220	3	50	14	42	6
19.	Compulsory	Writing for Business Studies	ENB220	3	50	14	42	6
20.	Compulsory	Professional Selling	MAR225	3	50	14	42	6
5 th Semester								
21.	Compulsory	Principles of Macroeconomics	AEF115	3	50	14	42	6
22.	Compulsory	Essentials of Financial Analysis	AEF135	3	50	14	42	6
23.	Compulsory	Direct Marketing	MAR330	3	50	14	42	6
24.	Compulsory	Organizational Behavior	MGT150	3	50	14	42	6
25.	Compulsory	Business Communication in English	ENB230	3	50	14	42	6
6 th Semester								
26.	Compulsory	Innovation and Entrepreneurship	BUS220	3	50	14	42	6
27.	Compulsory	Public Relations Management & Practice	MAR360	3	50	14	42	6
28.	Compulsory	Corporate and Business Law I	AEF320	3	50	14	42	6
29.	Compulsory	Digital Marketing	MAR335	3	50	14	42	6
30.	Free Elective		---	3	50	14	42	6
7 th Semester								
31.	Compulsory	Integrated Marketing Communications Strategy	MAR450	3	50	14	42	6
32.	Major Elective*		---	3	50	14	42	6
33.	Compulsory	Strategic Management	BUS400	3	50	14	42	6
34.	Compulsory	Undergraduate Thesis	BUS405	--	--	--	--	12

8th Semester

35.	Compulsory	Digital Communications Strategy	MAR410	3	50	14	42	6
36.	Compulsory	Customer Engagement	MAR415	3	50	14	42	6
37.	Compulsory	Simulation in Digital Marketing	MAR420	3	50	14	42	6
38.	Major Elective*		---	3	50	14	42	6
39.	Free Elective		---	3	50	14	42	6

Major Electives

Students select two (2) of the following courses:

MAR350	The Art of Persuasion	6
MAR355	Brand Management	6
MAR430	Internship in Marketing Communications	6
MAR435	Contemporary Advertising Practice	6
MAR440	Marketing of Services	6