



Marketing Management (4 academic years, 240 ECTS, Bachelor (BBA))

COURSE DISTRIBUTION PER SEMESTER

A/A	Course type	Course title	Course code	Periods per week	Period duration	Number of weeks/ Semester	Total periods/ Semester	Number of ECTS
Semester 1 FALL								
1.	R	Accounting I	ACCT-110	3	50'	13	39	6
2.	R	Principles of Microeconomics	ECON-261	3	50'	13	39	6
3.	E	Digital Literacy OR Computer Fundamentals	COMP-101 COMP-151	3	50'	13	39	6
4.	R	English Composition	ENGL-101	3	50'	13	39	6
5.	E	Interactive Design for Multimedia OR any other course from Section G	MULT-161	3	50'	13	39	6
Semester 2 SPRING								
1	R	Accounting II	ACCT-111	3	50'	13	39	6
2	R	Principles of Macroeconomics	ECON-262	3	50'	13	39	6
3	R	Business & Professional Communication	COMM-200	3	50'	13	39	6
4	E	Introduction to Transformative Technologies	MIS-155	3	50'	13	39	6



5	R	Technical Writing & Research OR Business Communications	BADM-332 BADM-231	3	50'	13	39	6
Semester 3 FALL								
1	R	Marketing Management	MKTG-292	3	50'	13	39	6
2	R	Business Law	BADM-230	3	50'	13	39	6
3	R	Statistics I	MATH-221	3	50'	13	39	6
4	R	Organisational Behaviour	BADM-234	3	50'	13	39	6
5	R	Introduction to Management	MGT-281	3	50'	13	39	6
Semester 4 SPRING								
1	R	Managerial Finance	FIN-266	3	50'	13	39	6
2	E	Social Media Marketing	MKTG-301	3	50'	13	39	6
3	R	Statistics II	MATH-321	3	50'	13	39	6
4	E	Technologies for the Social Web	MKTG-220	3	50'	13	39	6
5	R	Business Ethics and Corporate Social Responsibility	BADM-221	3	50'	13	39	6
Semester 5 FALL								
1	R	Research Methods in Business	BADM-431	3	50'	13	39	6
2	E	Relationship Marketing and Internal Marketing	MKTG-375	3	50'	13	39	6
3	E	Small Firms & B2B Marketing	MKTG-388	3	50'	13	39	6
4	R	Marketing Research & Data Analytics	MKTG-396	3	50'	13	39	6



5	E	Integrated Marketing Communications	MKTG-397	3	50'	13	39	6
Semester 6 SPRING								
1	R	Services Marketing	MKTG-381	3	50'	13	39	6
2	R	CSR and Sustainable Marketing	MKTG-331	3	50'	13	39	6
3	E	Global and International Marketing Strategies	MKTG-494	3	50'	13	39	6
4	E	Strategy and Business Policy	BADM-475	3	50'	13	39	6
5	R	Digital Marketing	MKTG-390	3	50'	13	39	6
Semester 7 FALL								
1	E	Media Planning	MKTG-405	3	50'	13	39	6
2	E	AI Marketing	MKTG-420	3	50'	13	39	6
3	R	Brand Management	MKTG-400	3	50'	13	39	6
4	R	Consumer Behaviour	MKTG-496	3	50'	13	39	6
5	R	Marketing Internship	MKTG-499	3	50'	13	39	6
Semester 8 SPRING								
1	E	Final Year Thesis in Marketing OR any other two Business Electives	MKTG-497	6	50'	13	78	12
3	R	Strategic Marketing	MKTG-493	3	50'	13	39	6
4	E	Neuromarketing	MKTG-415	3	50'	13	39	6
5	E	Omnichannel Marketing	MKTG-371	3	50'	13	39	6