

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
Semester 1								
1.		Principles of Marketing (Major)	MKT101	3	50 min	15	45	6
2.		Principles of Microeconomics – (Core)	ECO 101	3	50 min	15	45	6
3.		English Composition Writing – (General)	ENG 101	3	50 min	15	45	6
4.		Mathematics I (General)	MAT 101	3	50 min	15	45	6
5.		Business Information Technology (General)	MIS 128	3	50 min	15	45	6
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Semester 2								
1.		General Education-Psychology – (General)/	GED-P 102	3	50 min	15	45	6
2.		Introduction to Management (Core)	MGT102	3	50 min	15	45	6
3.		Principles of Macroeconomics- (Core)	ECO102	3	50 min	15	45	6
4.		Business Statistics (General)	MAT102	3	50 min	15	45	6
5.		Integrated Marketing Communications (Major)	MKT102	3	50 min	15	45	6
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Semester 3								
1.		General Education-Sociology– (General)	GED-S 202	3	50 min	15	45	6

2.		Business Communication Skills (General)	ENG-BC 201	3	50 min	15	45	6
3.		Academic Writing Skills (General)	ENG 201	3	50 min	15	45	6
4.		Financial Accounting I (Core)		3	50 min	15	45	6
5.		Marketing Management (Major)	MKT21	3	50 min	15	45	6
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Semester 4								
1.		Business Ethics and CSR (Core)	BUS-E 202	3	50 min	15	45	6
2.		Business Law (Core)	BUS-L 202	3	50 min	15	45	6
3.		Consumer Behavior (Major)	MKT 243	3	50 min	15	45	6
4.		Financial Accounting II (Core)						
5.		Marketing Research (Major)	MKT 246	3	50 min	15	45	6
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Semester 5								
1.		International Marketing (Major)	MKT 315	3	50 min	15	45	6
2.		Marketing Information and Decision Making (Major)	MKT 317	3	50 min	15	45	6
3.		Direct Marketing and Sales Promotion (Major)	MKT321	3	50 min	15	45	6
4.		Digital Marketing, Advertising & New Technologies/ (Major)	MKT322	3	50 min	15	45	6
5.		ELECTIVE COURSE		3	50 min	15	45	6
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							Academic semester		
Semester 6									
1.		Managerial Finance (Core)	ACF 350	3	50 min	15	45	6	
2.		Brand Management (Major)	MKT 324	3	50 min	15	45	6	
3.		Social Media Marketing (Major)	MKT 320	3	50 min	15	45	6	
4.		Quantitative and Qualitative Research Methods (Core)	BUS	3	50 min	15	45	6	
5.		ELECTIVE COURSE		3	50 min	15	45	6	
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Semester 7									
1.		Advertising & Media Planning (Major)	MKT4xx	3	50 min	15	45	6	
2.		Services Marketing (Major)	MKT450	3	50 min	15	45	6	
3.		Strategic Marketing (Major)	MKT 460	3	50 min	15	45	6	
4.		Managerial Accounting (Core)	ACC 401	3	50 min	15	45	6	
5.		ELECTIVE COURSE		3	50 min	15	45	6	
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Semester 8									
1.		Strategic Management and Policy (Core)	MGT 480	3	50 min	15	45	6	
2.		Business To Business Marketing (Major)	MKT 422	3	50 min	15	45	6	

3.		Senior Project in Marketing (Major)	MKT 490	3	50 min	15	45	6
4.		ELECTIVE COURSE		3	50 min	15	45	6
5.		ELECTIVE COURSE		3	50 min	15	45	6

MAJOR REQUIREMENTS:

MKT 101: Principles of Marketing

MKT 102: Integrated Marketing Communications

MKT xxx: Marketing Management

MKT 223: Consumer Behavior

MKT 216 Marketing Research

MKT 315 International Marketing

MKT 317 Marketing Information and Decision Making

MKT 320 Social Media Marketing

MKT 321 Direct Marketing and Sales Promotion

**MKT xxxx Digital Marketing, Advertising and New Technologies
Marketing**

MKT 324: Brand Management

MKT 422 Business to Business

MKT 4xx Advertising and Media Planning

MKT 450: Services Marketing

MKT 460: Strategic Marketing

MKT 490 Senior Project in Marketing

ELECTIVES

Students can choose their electives during the last four semesters:

Major Electives (18 ECTS – 3 courses from the list below)

Free Electives (12 ECTS – 2 courses)

MGT 330 Organizational Behavior (Pre – requisite: Introduction to Management)
 MGT 365 Leadership and Motivation (Pre – requisite: Introduction to Management)
 HRM 375 Human Resources Management (Pre- requisites: MGT 330 Organizational Behavior) – 4th year
 MKT 455 Customer Management (Pre-requisite: Consumer Behavior – 4th year standing)
 MGT 458 Entrepreneurship and Enterprise (Senior Standing) – 4th Year
 MKT: xxxx PR & Events Management (Pre-requisite: MKT102: Integrated Marketing Communications)
 MKT: xxxx Professional Selling and Sales Management (Pre-requisite: MKT 102: Integrated Marketing Communications)

PROGRAM REQUIREMENTS	ECTS
GENERAL EDUCATION COURSES	48
BUSINESS CORE REQUIREMENTS	66
MAJOR REQUIREMENTS	96
ELECTIVE COURSES	30
Total ECTS	240 ECTS