



Marketing (BMKT)

Major Electives

| Code | Title | Credits | Prerequisites | Corequisites |
|-------|----------|---------|---------------|--------------|
| | Elective | 3 | | |
| | Elective | 3 | | |
| Total | | 6 | | |

Core Requirements

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|---------------------------------------|---------|-----------------------------|-------------------|
| BACC210 | Principles of Accounting I | 3 | ENGL051 | |
| BACC260 | Principles of Accounting II | 3 | ENGL051 - BACC210 | |
| BECO210 | Introduction to Microeconomics | 3 | ENGL051 - ENGL101 - BMTH210 | |
| BECO260 | Introduction to Macroeconomics | 3 | ENGL101 - BMTH210 | |
| BFIN300 | Business Finance | 3 | BMTH210 - ENGL201 | |
| BMGT200 | Introduction to Business Management | 3 | | BMGT210 - ENGL201 |
| BMGT210 | Introduction to the World of Business | 3 | ENGL101 | |
| BMGT300 | Introduction to Business Law | 3 | ENGL201 | |
| BMGT315 | Human Resource Management | 3 | BMGT200 | |
| BMGT380 | Business Ethics | 3 | BMGT200 | |
| BMIS300 | Management Information Systems | 3 | CSCI200 | ENGL201 |
| BMKT300 | Marketing Theory and Principles | 3 | | ENGL201 |
| BMTH210 | Business and Managerial Math | 3 | ENGL051 - MATH100 | |
| BSTA205 | Introduction to Business Statistics | 3 | MATH100 | |
| Total | | 42 | | |

Major Requirements

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|--------------------------------------|---------|-------------------|--------------|
| BMKT315 | Integrated Marketing Communication | 3 | BMKT300 | |
| BMKT350 | Consumer Behavior | 3 | BMKT300 | |
| BMKT360 | Market Research Methods | 3 | BSTA305 - BMKT300 | |
| BMKT420 | Customer Service Management | 3 | BMKT300 | |
| BMKT456 | Sales Management | 3 | BMKT300 | |
| BMKT490 | Marketing Policies and Strategies | 3 | BMKT300 | |
| BMKT497 | Retailing & Merchandising Management | 3 | BMKT456 | |
| BSTA305 | Advanced Business Statistics | 3 | ENGL151 - BSTA205 | |
| IMKT400 | International Business Marketing | 3 | BMKT300 | |
| Total | | 27 | | |

General Education Requirements

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|---|---------|---------------|--------------|
| ARAB200 | Arabic Language and Literature | 3 | | |
| CSCI200 | Introduction to Computers | 3 | ENGL051 | |
| CULT200 | Introduction to Arab - Islamic Civilization | 3 | | |

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|---------|---------------------------------|----|---------|--|
| ENGL201 | Composition and Research Skills | 3 | ENGL151 | |
| ENGL251 | Communication Skills | 3 | ENGL201 | |
| Total | | 15 | | |

General Education Electives

| Code | Title | Credits | Prerequisites | Corequisites |
|-------|----------|---------|---------------|--------------|
| | Elective | 3 | | |
| | Elective | 3 | | |
| | Elective | 3 | | |
| Total | | 9 | | |

Major Elective Courses

| Code | Title | Credits | Prerequisites | Corequisites |
|---------|--|---------|-------------------------|--------------|
| ADVR300 | Advertising Theory & Practice | 3 | BMKT300 | |
| ADVR348 | Advertising Pitching | 3 | BMKT315-ADVR300 | |
| ADVR350 | Advertising Copywriting | 3 | BMKT300-ADVR300 | |
| ADVR410 | Advertising & Sales Promotion | 3 | BMKT300 | |
| BACC360 | Managerial Accounting | 3 | ENGL201-BACC260 | |
| BACC410 | Intermediate Accounting | 3 | ENGL201-BACC260 | |
| BACC420 | Tax Accounting | 3 | ENGL201-BACC260 | |
| BECO305 | Intermediate Microeconomics | 3 | BECO210-ENGL201 | |
| BECO340 | Intermediate Macroeconomics | 3 | BECO260-ENGL201 | |
| BECO365 | Growth Models and Policy | 3 | BECO340 | |
| BECO385 | Econometrics | 3 | BSTA305-BECO260-BECO210 | |
| BECO400 | Labor Economics and Market Structures | 3 | BECO305 | |
| BECO430 | International Economics and Trade | 3 | ENGL201-BECO260 | |
| BECO490 | Applied Econometrics | 3 | BECO385 | |
| BFIN350 | Financial Management | 3 | BFIN300 | |
| BFIN360 | Financial Reporting and Analysis | 3 | BFIN300 | |
| BFIN380 | Introduction to Islamic Banking | 3 | BFIN300 | |
| BFIN400 | Financial Modeling | 3 | BFIN300 | |
| BFIN420 | Lending Decision | 3 | BFIN350 | |
| BFIN430 | International Banking and Finance | 3 | BFIN300 | |
| BFIN440 | Banking Operations | 3 | BFIN300 | |
| BFIN450 | Investment Banking | 3 | BFIN350 | |
| BFIN470 | Financial Markets and Institutions | 3 | BFIN350 | |
| BHTM300 | Travel Industry Management | 3 | ENGL201 | |
| BHTM305 | Introduction to Hospitality & Tourism Industry | 3 | | ENGL201 |
| BHTM360 | Hospitality and Tourism Purchasing | 3 | BHTM305 | |
| BHTM370 | Sanitation and Health in Food Service | 3 | ENGL201 | |
| BHTM375 | International Cuisine | 3 | ENGL201 | |
| BHTM400 | Hospitality Facilities Management | 3 | BHTM305 | |
| BHTM421 | Travel Agency Management (+Amadeus) | 3 | ENGL201 | |
| BHTM445 | Conventions and Meetings Management | 3 | BMGT200-ENGL201 | |
| BHTM490 | Catering Management | 3 | BHTM370-BHTM305 | |
| BMGT317 | New Roles of Leaders and the Creation of Healthy Organizational Cultures | 3 | BMGT200 | |
| BMGT350 | Trends of Business | 3 | ENGL201-BMGT200 | |
| BMGT365 | Management and Organization Theory | 3 | BMGT200 | |

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|---------|--|---|-----------------|---------|
| BMGT450 | Commercial Bank Management | 3 | BFIN300-BMGT200 | |
| BMGT470 | Total Quality Management | 3 | | |
| BMIS310 | Business Telecommunications | 3 | BMIS300-CSCI200 | BMIS320 |
| BMIS320 | Data Management | 3 | CSCI200 | |
| BMIS355 | Quantitative Methods of Business Decisions | 3 | ENGL201-BSTA205 | |
| BMIS360 | Operations Management | 3 | BMIS300 | |
| BMIS370 | System Analysis and Design | 3 | BMIS320 | |
| BMIS400 | E-Business | 3 | BMIS300 | |
| BMIS470 | Decision Support Systems | 3 | | |
| IMGT420 | International Business Law | 3 | BMGT300 | |
| IMGT430 | International Business Management | 3 | BMGT200 | |