

Bachelor of Science in Marketing

The Program Structure:

Course Code	BS: First Semester Courses	Credit
MKT 101	Communication Skills	5
MKT 102	Principle of Selling	5
MKT 103	Principle of Purchasing	5
MKT 104	Government-Business Relations	5
MKT 105	Accounting for Managers	5
MKT 106	Introduction to Economics	5
TOTAL CREDITS		30
Course Code	BS: Second Semester Courses	Credit
MKT 111	Problem Analysis & Statistics	5
MKT 112	Introduction to Management	5
MKT 113	Introduction to Marketing	5
MKT 114	Information & Communication Technology	5
MKT 115	Entrepreneurship	5
MKT 116	Introduction to Psychology	5
TOTAL CREDITS		30
Course Code	BS: Third Semester Courses	Credit
MKT 201	Principle of Management	5
MKT 202	Business Law	5
MKT 203	Consumer Behavior	5
MKT 204	Marketing Environment	5
MKT 205	Cost Accounting	5
MKT 206	Sales & Distribution Management	5
TOTAL CREDITS		30
Course Code	BS: Fourth Semester Courses	Credit
MKT 211	Introduction to Business Law	5
MKT 212	Marketing Management & Planning	5
MKT 213	Marketing Research Methods	5
MKT 214	Retail and Wholesale Management	5
MKT 215	Managerial Economics	5
MKT 216	Business Finance	5
TOTAL CREDITS		30
Course Code	BS: Fifth Semester Courses	Credit
MKT 301	Information Systems in Organizations	5
MKT 302	Environmental Education	5
MKT 303	Marketing Research Project	5
MKT 304	Legal Aspects of Marketing	5
MKT 305	Industrial Marketing	5
MKT 306	Marketing Planning & Control	5
TOTAL CREDITS		30
Course Code	BS: Sixth Semester Courses	Credit
MKT 311	Internet Marketing	5
MKT 312	Services Marketing	5
MKT 313	Social Philosophy	5
MKT 314	International Marketing	5
MKT 315	Bachelor Thesis	10
TOTAL CREDITS		30

Bachelor of Science in Marketing