



جامعة الأمير مقرن بن عبد العزيز  
University of Prince Mugrin

**College of Business  
Administration**

**Bachelor of Science  
in Business Administration**

**(BSBA) Major in Marketing**

**One Page Plan**

Oct 2017



## Bachelor of Science in Business Administration Major in Marketing Program 4-Year Study Plan:

First Year: First Semester (Freshmen)					First Year: Second Semester (Freshmen)				
Course code	Course Title	Credit Hours	Requisite		Course code	Course Title	Credit Hours	Requisite	
			Pre-	Co-				Pre-	Co-
ECON 101	Introduction to Micro-economy	3			ECON 102	Introduction to Macro-economy	3	ECON 101	
CS 115	Introduction to Computing for Business	3	PCS 001		MGT 101	Introduction to Management	3		
MATH 111	Applied Calculus I	3	MATH 012		MATH 112	Applied Calculus II	3	MATH 111	
ENGL 101	First Year Composition	3	ENGL 005		ENGL 102	Introduction to Report Writing	3	ENGL 101	
GHAL xxx	Humanities, Arts and Languages Elective	3			GDMC xxx	Diversity and Multiculturalism Elective	3		
<b>Total</b>		<b>15</b>			<b>Total</b>		<b>15</b>		
Second Year: First Semester (Sophomore)					Second Year: Second Semester (Sophomore)				
ACCT 201	Introduction to Financial Accounting	3			ACCT 202	Introduction to Managerial Accounting	3	ACCT 201	
STAT 211	Statistics for Business I	3	MATH 112		MGT 222	Organizational Behavior	3		
PHSC 113	Physical Science	4	MATH 111		MKT 201	Introduction to Marketing	3		
ENGL 201	Technical Writing	3	ENGL 102		ENT 201	Introduction to Entrepreneurship	3		
GIAS 101	Islamic Culture	3			GIAS 102	Arabic Language Skills	3		
MIS 201	Management Information Systems	3							
<b>Total</b>		<b>19</b>			<b>Total</b>		<b>15</b>		
Third Year: First Semester (Junior)					Third Year: Second Semester (Junior)				
MKT 311	Consumer Behavior	3	MKT 201		MGT 312	Operations Management	3	MGT 101, STAT 311	
MGT 331	Business Communication	3	ENGL 201		MGT 332	Leadership	3	MGT 321	
FIN 301	Financial Management	3	ACCT 201		MKT 332	Marketing Channels	3	MKT 201	
STAT 311	Statistics for Business II	3	STAT 211		MKT 362	Marketing Strategy	3	MKT 201	
GSOS xxx	Social Sciences Elective	3			MGT 311	Legal Environment of Business	3	MGT 101	
<b>Total</b>		<b>15</b>			<b>Total</b>		<b>15</b>		
Summer Field Experience					MKT 394	3	Credits		
Fourth Year: First Semester (Senior)					Fourth Year: Second Semester (Senior)				
MKT 421	Marketing Communication	3	MKT 201		MKT 432	Marketing Research	3	MKT 201, STAT 311	
MKT 453	International Marketing	3	MKT 201		MKT 451	Digital Marketing	3	MKT 201	
BUS xxx	BUS Elective I	3			MKT xxx	Professional Elective I	3		
BUS xxx	BUS Elective II	3			MKT xxx	Professional Elective II	3		
XXXX xxx	Free Elective	3			GIAS xxx	Islamic Studies Elective	3		
<b>Total</b>		<b>15</b>			<b>Total</b>		<b>15</b>		
<b>Total Credit Hours Required</b>					<b>127</b>				

The English courses ENGL 111 and ENGL 112 can be taken as an elective within any of the areas: GHAL, GDMC or GSOS

	General Compulsory Courses		Program Compulsory Courses
	General Elective Courses		Program Elective Courses
	College Compulsory Courses		Summer Field Experience