

**THIS DOCUMENT APPLIES ONLY TO STUDENTS WHO BEGAN THE BBA DEGREE BEFORE AY 2013/14**

**Bachelor of Business Administration - MARKETING MAJOR**

LEVEL ONE						LEVEL TWO					
LOWER DIVISION											
Modules	CREDITS	PRE REQUISITS	SEM1	SEM2	SEM3	Modules	Credits	PRE REQUISITS	SEM1	SEM2	SEM3
			Semester module offered						Semester module offered		
College Mathematics 1A <b>MAT1044</b>	4		√	√	√	Academic Writing II <b>COM2014</b>	3	COM1020 - P	√	√	√
Community Service Project <b>CSP1001</b>	1		√	√	√	Business Law <b>LAW2001</b>	3	COM1020 - P	√	√	√
Introduction to Management <b>MAN1006</b>	3		√	√	√	Fundamentals of Marketing <b>MKT2001</b>	3	COM1020- P	√	√	√
Psychology <b>PSY1002</b>	3		√	√	√	Introduction to Macroeconomics <b>ECO2001</b>	3		√	√	√
Academic Writing I <b>COM1020</b>	3		√	√	√	Introduction to Financial Accounting <b>ACC2001</b>	3	ACC0001 -P,CXC CSEC Grade 1 in Accounting or pass in Accounting at Cape	√	√	√
Information Technology <b>INT1001</b>	3		√	√	√	University Elective	3		√	√	√
Environmental Studies <b>ENS3001</b>	3		√	√	√	Organizational Behaviour <b>MAN2005</b>	3	MAN1006 -P OR PSY1002 - P OR SOC1001 - P	√	√	√
Calculus for Social Sciences <b>MAT1045</b>	3	MAT1044 - P	√	√	√	Service Marketing <b>MKT3010</b> / Introduction to Administrative Management <b>ADM2001</b>	3	MKT2001 - P	√	√	√
Introduction to Microeconomics <b>ECO1001</b>	3		√	√	√	Business Statistics <b>STA2004</b>	3		√	√	√
Introduction to Logic <b>ECO1015</b>	2		√	√	√	Intro. to Management Accounting <b>ACC2008</b>	3		√	√	√
<b>Total Credits- 28</b>						<b>Total Credits- 30</b>					

\*Fundamentals of Accounting zero credit NB. Module should be done if student does not possess a Grade 1 in CSEC or Grades 1-5 in Cape Accounting Unit 1.

\*Developmental English zero credit- NB. Module should be done if student does not possess a grade 1 in CSEC or level one and two in Cape or fails the English Proficiency Test. Or successfully completed the 1<sup>st</sup> year communication modules at a Community College or Franchise associated with UTECH.

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**Bachelor of Business Administration - MARKETING MAJOR**

LEVEL THREE						LEVEL FOUR						
UPPER DIVISION												
MODULES	CREDITS	PRE REQUISITE	SEM 1	SEM 2	SEM 3	MODULES	CREDITS	PRE REQUISITE	SEM1	SEM2	SEM3	
			Semester module offered						Semester module offered			
Research Methodologies <b>RES3001</b>	3	Complete 58 Credits	√	√	√	Strategic Marketing Management (including project) <b>MKT4004</b>	4	MKT3003, MKT3004, MKT3005, MKT3006 ALL P		√	√	
Entrepreneurship <b>ENT3001</b>	3		√	√	√	Business Ethics <b>HUM4001</b>	3	MAN2005 , COM2014 - P	√	√	√	
Financial Management <b>FIN3001</b>	3		(MAT1045), (COM2014) OR (COM2001), (ACC2001), (STA2004), (ECO2001) ALL - P	√	√	√	Advertising Management <b>MKT4002</b>	3	MKT3004 - P	√	√	
Decision Science <b>MAN3020</b>	3		MAN1006, MAT1045, STA2004 - P	√	√	√	Global Marketing <b>MKT4011</b>	3	MKT2001, or MKT1004 or MKT1002 or TOU4001 or SPO2021 or HTM3012- P	√	√	
Selling Strategies & Practices <b>MKT3003</b>	3	MKT2001, or MKT1004 or MKT1002 or TOU4001 or SPO2021 or HTM3012- P	√	√		Logistics & Supply Chain Management <b>MAN4024</b>	3	MAN3020 - P	√	√		
Marketing Communications <b>MKT3004</b>		MKT2001, or MKT1004 or MKT1002 or TOU4001 or SPO2021 or HTM3012- P	√	√	√	Marketing Operations <b>MKT4003</b>		MKT3003, MKT3004, MKT3005, MKT3006 All P	√	√		
Customer Buying Behaviour <b>MKT3005</b>	3	MKT2001, or MKT1004 or MKT1002 or TOU4001 or SPO2021 or HTM3012- P	√	√	√	Marketing Research <b>MKT4014</b>	3	MKT3004, MKT3005, RES3001 – all P	√	√		
Retail Management <b>MKT3006</b>	3	MKT2001, or MKT1004 or MKT1002 or TOU4001 or SPO2021 or HTM3012- P	√	√		Special Topics in Marketing <b>MKT3008</b>	3	MKT3004, MKT3005, MKT3006 – all P	√	√		
One Marketing Elective from the pool	3					Marketing Seminar 1 <b>MKT 4040</b>	1.5	MKT3004 - P, MKT3005 – C & COMPLETE 58 CREDITS	√			
						Marketing Seminar 2 <b>MKT 4050</b>	1.5	Marketing Seminar 1		√		
<b>3 Minor Modules</b>	<b>9</b>					<b>2 Minor Modules</b>	<b>6</b>					

Do ONE of these Marketing Electives: Service Marketing (MKT3010), Internet Marketing (MKT3007), Public Relations (MKT3021), Music Marketing (MKT4015), Event Marketing (MKT4016), Sports Marketing (MKT4017), Project Management (POM4004) Marketing Majors and Minors **MUST** do Service Marketing (MKT3010) **either** as the School elective in Level 2 OR as the Marketing elective in Level 3. If you already did Service Marketing as your School elective then select another module from the list of Marketing electives.