

Bachelor of Business Administration - MARKETING MAJOR

LEVEL ONE			LEVEL TWO			LEVEL THREE			LEVEL FOUR		
LOWER DIVISION						UPPER DIVISION					
Modules	CREDITS	Pre-requisites	Modules	Credits	Pre-requisites	MODULES	CREDITS	Pre-requisites	MODULES	CREDITS	Pre-requisites
College Mathematics 1A MAT1044	4		Academic Writing II COM2014	3	COM1020 - P	Business Research Methods RES3025	3	COMPLETE 58 CREDITS	Strategic Marketing Management MKT4004	3	MKT3004 - P, MKT3005 - P
Community Service Project CSP1001	1		Business Law LAW2001	3	COM1020 - P	Entrepreneurship ENT3001	3		Business Ethics HUM4001	3	MAN2005, COM2014; RES3001 OR RES3025 ALL P
Introduction to Management MAN1006	3		Fundamentals of Marketing MKT2001	3	COM1020 - P	Decision Science MAN3020 - Minor 2	3	MAN1006 OR MAN2005, MAT1044, STA2004 ALL - P	Marketing Research Project MKT4990	3	RES3025/RES3001 - P; MKT3005 - T
Psychology PSY1002	3		Introduction to Macroeconomics ECO2001	3		Governance & Society MAN3031	2	BUS2001 - P	Global Marketing MKT4011	3	MKT2001 - P
Academic Writing I COM1020	3	COM0001 OR CSEC English A with Grade 1	Introduction to Financial Accounting ACC2001	3	ACC0001 - P OR CSEC POA with Grade 1	Marketing Communications MKT3004	3	MKT2001 - P	Marketing Research MKT4014	3	MKT3004 - P, MKT3005 - P, RES3001/RES3025 - P
Business Etiquette BUS1002	1		University Elective	3		Consumer Behaviour MKT3005	3	MKT2001 - P	Marketing Seminar 1 MKT4040	1.5	MKT3004, MKT3005 ALL - P AND COMPLETE 58 CREDITS
Information Technology INT1001	3		Organizational Behaviour MAN2005	3	MAN1006 - P OR PSY1002 - P OR SOC1001 - P	Service Marketing MKT3010	3	MKT2001 - P	Marketing Elective 1	3	SEE LIST OF MARKETING ELECTIVES
Environmental Studies ENS3001	3		Personal Development BUS2001	1	BUS1002 - P	Marketing Operations MKT4003	3	MKT3004 , MKT3005 - P	Marketing Elective 2	3	SEE LIST OF MARKETING ELECTIVES
Calculus for Social Sciences MAT1045	3		Business Statistics STA2004	3		Selling Strategies and Practices MKT3003	3	MKT2001 - P	Marketing Elective 3	3	SEE LIST OF MARKETING ELECTIVES
Introduction to Microeconomics ECO1001	3		Financial Management FIN3001 – Minor 1	3	MAT1044, COM2014, ACC2001, STA2004 ECO2001 ALL - P				Marketing Seminar 2 MKT4050	1.5	MKT4040 - T
Introduction to Logic ECO1015	2		Intro. to Management Accounting ACC2008	3		3 Minor Modules	9		2 Minor Modules	6	
Total Credit	29		Total Credits	31		Total Credits	35		Total Credits	33	128

*Fundamentals of Accounting

zero credit

THIS DOCUMENT APPLIES ONLY TO STUDENTS WHO BEGAN THE BBA DEGREE IN or AFTER AY 2013/14

*Developmental English

zero credit

NB. Module should be done if student does not possess a grade 1 in CXC or CAPE