

Bachelor of Commerce in Marketing

Program Description

The Bachelor of Commerce in Marketing program is designed to provide students with a comprehensive understanding of the dynamic field of marketing, emphasizing both theoretical foundations and practical applications. Through a curriculum that blends traditional marketing principles with contemporary digital strategies, students will be equipped with the skills and knowledge to effectively analyze market trends, develop and manage marketing campaigns, and drive business growth. The program emphasizes critical thinking, creativity, and ethical considerations, preparing graduates to be innovative marketing leaders in an ever-evolving global marketplace.

Career Pathways

Graduates of the Bachelor of Commerce in Marketing can pursue a career as Marketing Manager, Brand Manager, Digital Marketing Manager, Market Research Director, Product Manager, Advertising Executive.

Bachelor Components

The 63 credits of the Diploma are composed of:

- 18 credits of General Education courses
- 30 credits of Core Business courses
- 15 credits of Specialist courses

The 60 credits for the Bachelor (the two years after completing the diploma):

- 27 credits of Core Business courses
- 33 credits of Specialist courses

Plan of Study: Bachelor of Commerce in Marketing

Plan of Study for the first two years as part of the Diploma of Marketing

	No. of	Course Code	Course Name	Credit
Semester 1	1	BUS101	Introduction to Business	3
	2	MAT100	Basic Math	3
	3	IT111	Business Technology	3
	4	CRW110	Critical Reading and Writing 1	3
	5	ACC101	Principles of Accounting	3
Semester 2	1	MKT101	Principles of Marketing	3
	2	MGT101	Principles of Management	3
	3	ORG222	Organizational Behavior	3
	4	CRW210	Critical Reading and Writing 2	3
	5	BUS200	Public Speaking	3
	6	ARB110	Arabic	3
Semester 3	1	ECO101	Principles of Microeconomics	3
	2	STA100	Elementary Statistics	3
	3	MKT200	Market Research	3
	4	HR203	Human Resources	3
	5	MGT220	Strategic management	3
Semester 4	1	ECO102	Principles of Macroeconomics	3
	2	MGT201	International Business	3
	3	BUS202	Fundamentals of Project Management	3
	4	MKT235	Marketing Communication	3
	5	MKT221	Consumer Behavior	3
Total Credit Hours for the Diploma of Marketing				63

Plan of Study for the two years after completing the Diploma of Marketing

	COURSE NAME	Course Code	Credit
Semester 5	Promotion & Advertising	MAKT301	3
	Introduction to Research Methods	RSM300	3
	Production & Operations Management	MAGT320	3
	Management Information System	MAGT350	3
	Business Writing	BWR320	3
Semester 6	E-Commerce	ITMA401	3
	Service Marketing	MAKT416	3
	Managerial Accounting	ACCT350	3
	International Business Management	BUS380	3
	Strategic Business Marketing	MAGT423	3
Semester 7	Business Laws & Ethics	BUS350	3
	Marketing Management	MAKT360	3
	Financial Management	FIN350	3
	Business Decision Making Simulation	MAGT410	3
	Entrepreneurship & Innovation	INN380	3
Semester 8	Project in Marketing	MAKT490	3
	Sales Management	MAGT425	3
	Customer Relationship Management	MAKT431	3
	Marketing Capstone	MAKT500	3
	Internship	INT400	3
Total Credit Hours for Diploma (2 years) and Bachelor program (2 years after Diploma)			123