

For 2008/2009 Intake (B-A8-XXXX-X students)

Updated 13/08/2009

Major in Marketing

YEAR 1 - Uniform First Year

	Credits				2008-1st	2008-2nd
1	3	CBIS100	INTRODUCTION TO COMPUTING	C	YES	
2	3	CBIS111	COMPUTER APPLICATIONS	C		YES
3	3	ECIF100	INTRODUCTION TO MACROECONOMICS	C		YES
4	3	ECIF101	INTRODUCTION TO MICROECONOMICS	C	YES	
5	3	MGMT100	INTRODUCTION TO BUSINESS	C	YES	
6	3	MGMT102	PRINCIPLES OF MANAGEMENT	C		YES
7	3	MSOR100	BUSINESS MATHEMATICS	C	YES	
8	3	MSOR103	SURVEY CALCULUS	C		YES
9	3	ENGL022 ENGL150 ENGL292 ENGL310	PRACTICAL ENGLISH 1A - BASIC SKILLS I PRACTICAL ENGLISH 1 - INTERACTION & STUDY SKILLS I PRACTICAL ENGLISH 2 - DEVELOPMENT I PRACTICAL ENGLISH 3 - ADVANCED I	C	YES	
10	3	ENGL023 ENGL151 ENGL293 ENGL311	PRACTICAL ENGLISH 1A - BASIC SKILLS II PRACTICAL ENGLISH 1 - INTERACTION & STUDY SKILLS II PRACTICAL ENGLISH 2 - DEVELOPMENT II PRACTICAL ENGLISH 3 - ADVANCED II	C		YES
11	3	ACCT200	PRINCIPLES OF ACCOUNTING I	C		YES
12	3	Elective	Any non business course (non FBA course and non FSH Economics Course)	C	YES	
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YEAR 2 - Marketing

	Credits				2009-1st	2009-2nd
1	3	ECIF201	INTERMEDIATE MICROECONOMICS	C	YES	
2	3	FINC300	FINANCIAL MANAGEMENT I	C		YES
3	3	COMM206	PUBLIC RELATIONS	C		YES
4	3	MGMT202	BUSINESS COMMUNICATIONS I	C	YES	
5	3	MGMT203	BUSINESS COMMUNICATIONS II	C		YES
6	3	MGMT232	BUSINESS LAW	C	YES	
7	3	MGMT233	INTERNATIONAL BUSINESS LAW	C		YES
8	3	MKTG202	PRINCIPLES OF MARKETING	C	YES	
9	3	MKTG303	MARKETING MANAGEMENT	C		YES
10	3	MSOR210	STATISTICS I	C	YES	
11	3	Elective	Any non business course (non FBA course and non FSH Economics Course)	C		YES
12	3	ACCT201	PRINCIPLES OF ACCOUNTING II	C	YES	
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YEAR 3 - Marketing

	Credits				2010-1st	2010-2nd
1	3	COMM405	ETHICS AND PERSUASION	C	YES	
2	3	FINC301	FINANCIAL MANAGEMENT II	C	YES	
3	3	MGMT317	STRATEGIC MANAGEMENT	C		YES
4	3	MKTG307	CONSUMER MARKETING	C	YES	
5	3	MKTG312	MARKETING RESEARCH	C		YES
6	3	MKTG313	ADVANCED MARKETING MANAGEMENT	C		YES
7	3	MKTG332	BUSINESS TO BUSINESS MARKETING	C	YES	
8	3	MSOR340	OPERATIONS MANAGEMENT	C		YES
9	3	Elective	Free Elective Course*	E	YES	YES
10	3	Elective	Any FBA course at 3rd or 4th year level*	R	YES	YES
11	3	Major Elective	Major Elective Course**	R	YES	
12	3	Major Elective	Major Elective Course**	R		YES
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*Course can be taken either in First Semester or Second Semester

YEAR 4 - Marketing

	Credits				2011-1st	2011-2nd
1	3	MGMT402	Applied Business Project I	C	YES	
2	3	MGMT403	Applied Business Project II	C		YES
3	3	MKTG402	International Marketing	C	YES	
4	3	MKTG450	Services Marketing	C		YES
5	3	MKTG460	Marketing Strategy	C	YES	
6	3	MKTG470	Advertising and Communication Management	C	YES	
7	3	Major Elective	Major Elective Courses**	R	YES	
8	3	Major Elective	Major Elective Courses**	R		YES
9	3	Elective	Any FBA course at 3 rd or 4 th year level	R	YES	
10	3	Elective	Any FBA course at 3 rd or 4 th year level	R		YES
11	3	Elective	Any FBA course at 3 rd or 4 th year level	R		YES
12	3	Elective	Any FBA course at 3 rd or 4 th year level	R		YES
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**** Major Electives**

MKTG403	SPECIAL TOPICS IN MARKETING
MKTG471	INTERNET MARKETING: PRINCIPLES AND MODELS
MKTG472	LOGISTICS, DISTRIBUTION AND SUPPLY CHAIN MANAGEMENT
MKTG473	BRAND MANAGEMENT
MKTG474	PRICE AND DEMAND ANALYSIS
MKTG475	QUALITATIVE MARKETING RESEARCH
MKTG476	CUSTOMER RELATIONS MANAGEMENT
MKTG406	MARKETING FOR HOSPITALITY INDUSTRY
MKTG407	EVENT MARKETING AND MANAGEMENT
MKTG408	RETAIL MANAGEMENT