

Bachelor of Business Administration - MARKETING MAJOR

LEVEL ONE						LEVEL TWO							
LOWER DIVISION													
Modules	Credits	PRE-REQUISITES	Semester module offered				Modules	Credits	PRE-REQUISITES	Semester module offered			
			SEM 1		SEM2	SEM3				SEM 1		SEM2	SEM3
			Online	F2F						Online	F2F		
College Mathematics 1A MAT1044	4		√	√	√	√	Business Communication for Professionals COM2015	3	COM1020/COM1024 - P	√	√	√	√
Community Service Project CSP1001	1		√	√	√	√	Business Law LAW2001	3	COM1020/COM1024 - P	√	√	√	√
Introduction to Management MAN1006	3		√	√	√	√	Fundamentals of Marketing MKT2001	3	COM1020/COM1024 - P	√	√	√	√
Psychology PSY1002	3		√	√	√	√	Introduction to Macroeconomics ECO2001	3		√	√	√	√
Academic Literacy for Undergraduates COM1024	3	COM0001 – P or CSEC English Grade 1	√	√	√	√	Introduction to Financial Accounting ACC2001	3	ACC0001 –P OR CSEC Accounts Grade 1	√	√	√	√
Business Etiquette BUS1002	1		√	√	√	√	Personal Development BUS2001	1	BUS1002 - P	√	√	√	√
Information Technology INT1001	3		√	√	√	√	University Elective	3		√	√	√	√
Environmental Studies ENS3001	3		√	√	√	√	Organizational Behaviour MAN2005	3	MAN1006 –P OR PSY1002 – P OR SOC1001 - P	√	√	√	√
Calculus for Social Sciences MAT1045	3	MAT1044 -P	√	√	√	√	Financial Management FIN3001 – Minor 1	3	MAT1044, ACC2001, STA2004, ECO2001 ALL – P; COM2014/COM2015 -T	√	√	√	√
Introduction to Microeconomics ECO1001	3		√	√	√	√	Business Statistics STA2004	3		√	√	√	√
Introduction to Logic ECO1015	2		√	√	√	√	Intro. to Management Accounting ACC2008	3		√	√	√	√
Total Credits	29						Total Credits	31					

*Fundamentals of Accounting
*Developmental English
*F2F- Face to Face

zero credit
zero credit

NB. Module should be done if student does not possess a grade 1 in CXC or CAPE
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Revised August 2023

Bachelor of Business Administration - MARKETING MAJOR

LEVEL THREE						LEVEL FOUR							
UPPER DIVISION													
MODULES	CREDITS	PRE REQUISITE	Semester module offered			MODULES	CREDITS	PRE REQUISITE	Semester module offered				
			SEM 1		SEM 2				SEM 3	SEM1		SEM2	SEM3
			Online	F2F						Online	F2F		
Business Research Methods RES3025	3	Complete 58 Credits	√	√	√	√	Strategic Marketing Management MKT4004	3	MKT3004 – P, MKT3005 – P;	√		√	√
Entrepreneurship ENT3001	3		√	√	√	√	Business Ethics HUM4001	3	MAN2005 , COM2014/COM2015, RES3001 OR RES3025 ALL – P;	√	√	√	√
Decision Science MAN3020 – Minor 2	3	MAN1006 OR MAN2005, MAT1044, STA2004 ALL - P	√	√	√	√	Marketing Research Project MKT4990	3	RES3001/RES3025 – P; MKT3005 - T	√	√	√	
Governance & Society MAN3031	2	BUS2001 - P	√	√	√	√	Global Marketing MKT4011	3	MKT2001 - P	√	√	√	√
Marketing Communications MKT3004	3	MKT2001 - P	√	√	√	√	Marketing Research MKT4014	3	MKT3004 – P, MKT3005 – P, RES3001/RES3025 - P	√	√	√	√
Consumer Behaviour MKT3005	3	MKT2001 - P	√	√	√	√	Marketing Seminar 1 MKT4040	1.5	MKT3004, MKT3005 ALL – P AND COMPLETE 58 CREDITS	√	√		
			√	√			Marketing Elective 1	3	SEE LIST OF MARKETING ELECTIVES				
Service Marketing MKT3010	3	MKT2001 - P	√		√	√	Marketing Elective 2	3	SEE LIST OF MARKETING ELECTIVES				
Marketing Analytics MKT4046	3	MKT3004, MKT3005 – P	√		√	√	Marketing Elective 3	3	SEE LIST OF MARKETING ELECTIVES				
Selling Strategies and Practices MKT3003	3	MKT2001 - P	√	√	√		Marketing Seminar 2 MKT4050	1.5	MKT4040-T			√	
3 Minor Modules	9		√	√			2 Minor Modules	6					
Total credits	35						Total credits	33					

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Bachelor of Business Administration - Marketing Major Elective Sheet

MODULES	CREDITS	PRE-REQUISITES	SEM1		SEM2	SEM3
			Online	F2F		
Brand Management MKT4041	3		√			√
Advertising Management MKT4002	3	MKT3004	√			√
Retail Management MKT3006	3	MKT2001			√	
Supply Chain Management POM4010	3		√		√	√
Events Marketing MKT4016	3	MKT2001				√
Agricultural Marketing MKT4044	3	MKT2001			√	
Public Relations MKT3021	3		√			
Sports Marketing MKT4017	3	MKT2001			√	
Digital Marketing MKT3007	3	MKT2001	√		√	√

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

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