

## Bachelor of Science (B.Sc) in Marketing

| FRESHMAN YEAR |  |              |             |   |              |
|---------------|--|--------------|-------------|---|--------------|
| COURSE CODE   | FIRST SEMESTER COURSES<br>COURSE TITLE             | CREDIT VALUE | COURSE CODE | SECOND SEMESTER COURSES<br>COURSE TITLE | CREDIT VALUE |
| BUS 101       | Principles of Management                           | 4            | ACC 102     | Principles of Accounting                | 4            |
| BUS 103       | Fundamentals of Business Economics                 | 4            | BNF 102     | Principles of Finance                   | 4            |
| BUS 105       | Business Mathematics & Statistics                  | 4            | INS 102     | Principles of Insurance                 | 4            |
| MKT 101       | Fundamentals of Marketing                          | 4            | HRM 102     | Principles of Human Resource Management | 4            |
| BUS 107       | Introduction to Methodology of Scientific Research | 4            | BUS 102     | Computer Fundamentals                   | 2            |
|               | <b>SUB TOTAL</b>                                   | <b>20</b>    |             |   | <b>18</b>    |

|                                 |                                  |           |                                 |                              |           |
|---------------------------------|----------------------------------|-----------|---------------------------------|------------------------------|-----------|
| ENP 101                         | Entrepreneurial Project I        | 2         | ENP102                          | Entrepreneurial Project II   | 2         |
| SCS 101                         | The Search for Happiness I       | 2         | SCS 102                         | The Search for Happiness II  | 2         |
| AST 101                         | Introduction to African Studies* | 0         | SPT 102                         | Sports II*                   | 0         |
| SPT 101                         | Sport I*                         | 0         |                                 |                              |           |
|                                 | <b>SUB TOTAL</b>                 | <b>4</b>  |                                 | <b>SUB TOTAL</b>             | <b>4</b>  |
|                                 | <b>TOTAL SEMESTER CREDIT</b>     | <b>24</b> |                                 | <b>TOTAL SEMESTER CREDIT</b> | <b>22</b> |
| VOLUNTEERISM (15 Hours Minimum) |                                  |           | VOLUNTEERISM (15 Hours Minimum) |                              |           |

\* These are courses with zero (0) credit value

| SOPHOMORE YEAR MARKETING |  |              |             |   |              |
|--------------------------|--|--------------|-------------|---|--------------|
| COURSE CODE              | FIRST SEMESTER COURSES<br>COURSE TITLE | CREDIT VALUE | COURSE CODE | SECOND SEMESTER COURSES<br>COURSE TITLE | CREDIT VALUE |
| MKT 201                  | Customer Service Management            | 4            | MKT 204     | Service Marketing                       | 4            |
| MKT 203                  | Retail & Direct Marketing              | 4            | MKT 206     | Selling & Sales Management              | 4            |
| MKT 205                  | International Marketing                | 4            | MKT 210     | Advertising                             | 4            |
| BUS 201                  | Business Law                           | 4            | MKT 212     | Consumer Behaviour & Consumerism        | 4            |
| BUS 211                  | Internship I <sup>1</sup>              | 2            |             |   |              |
|                          | <b>SUB TOTAL</b>                       | <b>18</b>    |             | <b>SUB TOTAL</b>                        | <b>16</b>    |

|                                 |   |           |                                 |   |           |
|---------------------------------|---|-----------|---------------------------------|---|-----------|
| SCS 201                         | Path and Practices of Catholic Spirituality I | 2         | SCS 202                         | Paths and Practices of Catholic Spirituality II | 2         |
| ENP 201                         | Entrepreneurial Project III                   | 2         | ENP 202                         | Entrepreneurial Project IV                      | 2         |
|                                 | <b>SUB TOTAL</b>                              | <b>4</b>  |                                 | <b>SUB TOTAL</b>                                | <b>4</b>  |
|                                 | <b>TOTAL SEMESTER CREDIT</b>                  | <b>22</b> |                                 | <b>TOTAL SEMESTER CREDIT</b>                    | <b>20</b> |
|                                 | <b>ELECTIVE(S)</b>                            |           |                                 | <b>ELECTIVE(S)</b>                              |           |
| BUS                             | International Business                        | 4         | BUS 204                         | Organisational Behaviour                        | 4         |
| BUS 205                         | Business Communication                        | 4         |                                 |   |           |
| VOLUNTEERISM (15 Hours Minimum) |   |           | VOLUNTEERISM (15 Hours Minimum) |   |           |

1. Internship one is done by Freshman Students for one month either in the month of August or September

### JUNIOR YEAR MARKETING

| COURSE CODE | FIRST SEMESTER COURSES<br>COURSE TITLE | CREDIT VALUE | COURSE CODE | SECOND SEMESTER COURSES<br>COURSE TITLE | CREDIT VALUE |
|-------------|--|--------------|-------------|---|--------------|
| MKT 301     | Marketing Research and Analysis        | 4            | BUS 302     | Work Experience <sup>3</sup>            | 16           |
| MKT 303     | Product & Brand Management             | 4            |             |   |              |
| MKT 307     | Digital Marketing                      | 4            |             |   |              |
| BUS 301     | Research Methods                       | 4            |             |   |              |
| BUS 311     | Internship II <sup>2</sup>             | 2            |             |   |              |
|             | <b>SUB TOTAL</b>                       | <b>18</b>    |             | <b>SUB TOTAL</b>                        | <b>16</b>    |

|                                 |                              |           |  |                              |           |
|---------------------------------|------------------------------|-----------|--|------------------------------|-----------|
| SCS 301                         | The Church and Culture I     | 4         |  |                              |           |
| ENP 301                         | Entrepreneurial Project V    | 2         |  |                              |           |
|                                 | <b>SUB TOTAL</b>             | <b>6</b>  |  |                              |           |
|                                 | <b>TOTAL SEMESTER CREDIT</b> | <b>24</b> |  | <b>TOTAL SEMESTER CREDIT</b> | <b>16</b> |
|                                 | <b>ELECTIVE(S)</b>           |           |  | <b>ELECTIVE(S)</b>           |           |
| BUS 305                         | Business Ethics*             | 2         |  |                              |           |
| BUS 307                         | Leadership                   | 4         |  |                              |           |
| VOLUNTEERISM (15 Hours Minimum) |                              |           |  |                              |           |

2. Internship two is done by sophomore students for two months in the months of August and September

3. Work Experience is done by Junior year students for three months from the 1<sup>st</sup> of April to the 30<sup>th</sup> of June

### SENIOR YEAR MARKETING

| COURSE CODE | FIRST SEMESTER COURSES<br>COURSE TITLE | CREDIT VALUE | COURSE CODE | SECOND SEMESTER COURSES<br>COURSE TITLE | CREDIT VALUE |
|-------------|--|--------------|-------------|---|--------------|
| MKT 405     | Sales Promotion and Public Relations   | 4            | MKT 402     | Business to Business Marketing          | 4            |
| MKT 407     | Strategic Marketing                    | 4            | BUS 410     | Senior Project                          | 12           |
| MKT 409     | Marketing Planning                     | 4            |             |   |              |
|             | <b>SUB TOTAL</b>                       | <b>12</b>    |             | <b>SUB TOTAL</b>                        | <b>16</b>    |

|                                 |                              |           |         |  |           |
|---------------------------------|------------------------------|-----------|---------|--|-----------|
| SCS 401                         | Sexuality in Marriage I      | 2         | SCS 402 | Sexuality in Marriage II                       | 2         |
| ENP 401                         | Entrepreneurial Project VII  | 2         | SCS 404 | Senior Year Project                            | 8         |
|                                 | <b>SUB TOTAL</b>             | <b>4</b>  |         | <b>SUB TOTAL</b>                               | <b>10</b> |
|                                 | <b>TOTAL SEMESTER CREDIT</b> | <b>16</b> |         | <b>TOTAL SEMESTER CREDIT</b>                   | <b>26</b> |
|                                 | <b>ELECTIVE(S)</b>           |           |         | <b>ELECTIVE(S)</b>                             |           |
| BUS 405                         | Project Management           | 4         | MKT 404 | Marketing Management                           | 4         |
|                                 |                              | 4         | MKT 406 | Customer Relationship Management               | 4         |
|                                 |                              | 4         | HRM 404 | Managing Organisational Change and Development | 4         |
| VOLUNTEERISM (15 Hours Minimum) |                              |           |         |  |           |