

## BACHELOR OF SCIENCE IN MARKETING & DIGITAL MEDIA

### PREPARATORY YEAR

FIRST SEMESTER - Beginners			SECOND SEMESTER - Intermediate			THIRD SEMESTER - Advanced		
Course Number	Course Title	Contact Hours	Course Number	Course Title	Contact Hours	Course Number	Course Title	Contact Hours
PRPE 0021	Enhanced Learning	10	PRPC 0031	Communication Skills	5	PRPC 0051	Communication Skills	5
			PRPC 0041		5	PRPC 0061		5
PRPC 0011 PRPC 0021	Communication Skills	5 5	PRPW 0031	Writing Skills	5	PRPW 0051	Writing Skills	5
			PRPW 0041		5	PRPW 0061		5
PRPC 0011 PRPC 0021	Communication Skills	5 5	PRPL 0011	Theories & Applications of Learning I	3	PRPL 0012	Theories & Applications of Learning II	3
			PRPI 0041		2	PRPA 0061		2
PRPW 0011 PRPW 0021	Writing Skills	5 5	PRPM 0011	Introductory Algebra	5	PRPM 0012	Intermediate Algebra OR Pre-Calculus	5
<b>Total Contact Hours</b>		<b>30</b>	<b>Total Contact Hours</b>		<b>30</b>	<b>Total Contact Hours</b>		<b>30</b>

### FRESHMAN YEAR

FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
ALIS 1211	Introduction to Islamic Culture	2		ALIS 1212	The Social System in Islam	2	
COMM 1311	Written Communications	3		COMM 1312	Writing & Research	3	COMM 1311
MATH 1311	Finite Math for Business	3	PRPM 0012	MATH 1312	Calculus for Business	3	MATH 1311
UNIV 1211	Professional Development	2		PHED 1111	Active Living Lifestyle	1	
UNIV 1213	Leadership & Teamwork	2		UNIV 1212	Critical Thinking	2	
	Social Science Elective	3			Natural Science Elective	4	
<b>Total Credit Hours</b>		<b>15</b>		<b>Total Credit Hours</b>		<b>15</b>	

### SOPHOMORE YEAR

FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
ACCT 2311	Fundamentals of Financial Accounting	3	PRPM 0012	ACCT 2321	Managerial Accounting	3	ACCT 2311
ALIS 2211	Linguistic Communication Skills	2		ALIS 2212	The Biography of Prophet Mohammad	2	
ASSE 2111	Learning Outcome Assessment I	1		BUSI 2311	Principles of Management	3	
COMM 2311	Oral Communications	3	COMM 1312	COMM 2312	Technical Communications	3	COMM 2311
ECON 1311	Introduction to Macroeconomics	3		ECON 1312	Introduction to Microeconomics	3	
MISY 2311	Introduction to Management Information Systems	3		MATH 1313	Statistical Methods	3	PRPM 0012
PHED 1112	Healthy Behaviors and Management	1					
<b>Total Credit Hours</b>		<b>16</b>		<b>Total Credit Hours</b>		<b>17</b>	

JUNIOR YEAR							
FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
ASSE 3211	Learning Outcome Assessment II	2	ASSE 2111	MKDM 3324	Consumer Behavior	3	BUSI 3313
BUSI 3311	Legal Environment of Business	3		MKDM 3334	Digital and Social Media	3	BUSI 3313
BUSI 3312	Organizational Behavior	3	BUSI 2311	MKDM 3344	Brand Management	3	BUSI 3313
BUSI 3313	Marketing Principles	3		MKDM 3354	Market Research	3	MATH 1313 BUSI 3313
BUSI 3321	Operations Management	3	MATH 1312 MATH 1313		BUSI Elective	3	
FINA 3311	Financial Management Principles	3	ACCT 2321 ECON 1311 ECON 1312				
<b>Total Credit Hours</b>		<b>17</b>		<b>Total Credit Hours</b>		<b>15</b>	

SUMMER OF JUNIOR YEAR				
Course Number	Course Title	Credit Hours		Pre-requisite
BUSI 4351	Internship	3	8 weeks (320 hours) full time	End of Junior Year (summer before graduation) and department approval

SENIOR YEAR							
FIRST SEMESTER				SECOND SEMESTER			
Course Number	Course Title	Credit Hours	Pre-requisite	Course Number	Course Title	Credit Hours	Pre-requisite
BUSI 4361	Entrepreneurship	3	ACCT 2321 BUSI 3312 BUSI 3313	ASSE 4311	Learning Outcome Assessment III-MKTG	3	ASSE 3211
MKDM 3364	Public Relations	3	BUSI 3313	BUSI 4362	Strategic Management	3	Final semester
MKDM 4314	Advertising Management	3	BUSI 3313	MKDM 4342	Advertising Design	3	MKDM 3334 MKDM 4314
MKDM 4335	Media Strategy & Metrics	3	MKDM 3334 MKDM 3354	MKDM 4390	The IMC Campaign	3	MKDM 4335
	BUSI Elective	3			BUSI Elective	3	
<b>Total Credit Hours</b>		<b>15</b>		<b>Total Credit Hours</b>		<b>15</b>	

**MARKETING AND DIGITAL MEDIA TOTAL DEGREE CREDIT HOURS = 128**

**SOCIAL SCIENCE ELECTIVES:**

FREN 1311 Introduction to French Language  
 PSYC 1311 Introduction to Psychology  
 SUST 1311 Introduction to Sustainability

**NATURAL SCIENCE ELECTIVES:**

BIOL 1411 Introductory Biology  
 CHEM 1411 Introductory Chemistry  
 GEOL 1411 Introduction to Physical Geology  
 PHYS 1411 Introductory Physics

**BUSINESS ELECTIVES:**

BUSI 3301 Special Topics in Business  
 BUSI 3323 Introduction to HRM  
 BUSI 3331 Business Negotiations  
 BUSI 3341 Advanced Statistical Methods  
 BUSI 3351 Business Ethics  
 BUSI 3361 Business Psychology  
 BUSI 4321 International Business  
 BUSI 4341 Enterprise Resource Planning  
 BUSI 4343 Project Management

All prerequisite courses must have been successfully completed before the course that requires the prerequisite can be taken. Courses in which a grade of D or F was received do not satisfy prerequisite requirements.

Junior and senior class restrictions/level restrictions apply to all courses independently from other restrictions such as prerequisites. Students must have earned 60 hours towards their degree before they can take junior-level courses (as indicated by 3000-level course numbers); and must have earned 90 hours towards their degree before they can take senior-level courses (as indicated by 4000-level course numbers).