For the Fall 24-25 Semester

Faculty: College of Commerce and Business Administration — 120 Cr

Major: BA in Business Administration - Marketing

Course #	Course Title	Cr	Min Grd	Class Rank	Term	Pr.
Pre University Requirements (Compulsory) 0 Cr						
FPE 101A	Foundation Program English-Level 1	0	-			
FPE 102B	Foundation Program English Level 2 [< FPE 101A]	0	-			
FPE 103C	Foundation Program English Level 3 [< FPE 101A + < FPE 102B]	0	-			
FPM 100	Pre-Foundation Mathematics Program	0	-			
FPM 101A	Foundation Math Program I [TK< FPM 100]	0	-			
FPM 102B	Foundation Math Program II [< FPM 101A]	0	-			
FPT 100	Pre-Foundation IT Program	0	-			
FPT 101A	Foundation IT, Program I [TK< FPT 100]	0	-			
FPT 102B	Foundation IT, Program II [< FPT 101A]	0	-			
University Requirements (Compulsory) 12 Cr						
ENGL 101	Basic Academic English [< FPE 103C]	3	-	4	1	
ENTR 200	Entrepreneurship:Innovation and Creativity [< ENGL 102B]	3	-	5	2	
ARAB 101	Academic Writing in Arabic [< FPE 103C / < FPEL 100]	3	-	6	1	
SOCS 102	Omani Society [< FPE 103C + < FPEL 100]	3	-	7	1	
College/Faculty Requirements (Compulsory) 57 Cr						
BUSS 101	Principles of Management [< FPE 103C]	3	-	4	1	
BUSS 102	Principles of Financial Accounting [< FPE 103C]	3	-	4	1	
BUSS 103	Principles of Marketing [< FPE 103C]	3	-	4	1	
BUSS 104	Principles of Management Accounting [< BUSS 102]	3	-	4	1	
BUSS 105	Principles of Financial Management [< BUSS 102]	3	-	4	1	
BUSS 106	Business Information Technology [< BUSS 101]	3	-	4	1	
ENGL 102B	English for Business I [< ENGL 101]	3	-	4	2	
MATH 103B	Mathematics for Business [< FPM 102B]	3	-	4	1	
BUSS 201	Principles of Microeconomics [< BUSS 105]	3	-	5	2	
BUSS 203	Principles of Macroeconomics [< BUSS 201]	3	-	5	2	
BUSS 204	Business Law and Ethics [< BUSS 201]	3	-	5	2	
ENGL 203B	English for Business II [< ENGL 102B]	3	-	5	1	
BUSS 304	Quantitative Methods for Business [< BUSS 203 + < MATH 103B]	3	-	6	1	
BUSS 306	Strategic Management [< BUSS 204]	3	-	6	1	
BUSS 307	Statistics for Business [< BUSS 304]	3	-	6	1	
ENGL 204	Advanced English for Academic Purposes and Research [< ENGL 203B]	3	-	6	2	
BUSS 312	E-Business [< BUSS 306]	3	-	7	1	
BUSS 401	Research Methodology [< BUSS 307]	3	-	7	1	
BUSS 403	Business Environment [< BUSS 306]	3	-	7	2	
Major Requirements (Compulsory) 45 Cr						
MKTG 220	Digital Marketing Channels [< BUSS 103]	3	-	4	1	
MKTG 221	Consumer Behavior [< BUSS 103]	3	-	4	2	

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MKTG 223	Service Marketing [< MKTG 220]	3	-	5	1	
MKTG 225	Sales Managment [< MKTG 220]	3	-	5	2	
MKTG 226	Retail Management [< MKTG 221 + < MKTG 220]	3	-	5	2	
MKTG 227	E-Commerce and Retail Management [< MKTG 225]	3	-	5	2	
MKTG 228	Internship In Digital Marketing	0	-	5	2	
MKTG 229	Social Media Marketing [< MKTG 226]	3	-	5	2	
MKTG 412	Brand Management [< MKTG 229]	3	-	6	1	
MKTG 414	International Marketing [< MKTG 229]	3	-	6	2	
MKTG 415	Marketing Research [< MKTG 227 + < MKTG 229]	3	-	7	1	
MKTG 416	Special Topics in Marketing [< MKTG 414]	3	-	7	2	
MKTG 417	Search Marketing and Search Engine Optimization [< MKTG 412]	3	-	7	1	
MKTG 418	Final Year Project in Marketing [< BUSS 401]	3	-	7	2	
MKTG 419	Digital Marketing Strategies and Communication [< MKTG 414]	3	-	7	2	
MKTG 420	Influencer Marketing [< MKTG 415]	3	-	7	2	
Major Requirements (Elective) Select 3 Cr (CCBA General : Skills of Life)						
BUCP 200	Communcation & Professional Development	3				
BURS 200	Professions Report Writing Skills	3				
BUSK 200	Soft Skills	3				
CHIN 101	Elementary Chinese	3				
ENVR 150	Introduction to Environmental Studies	3				
FREN 101	Elementary French	3				
HIND 101	Elementary Hindi	3				
ITAL 101	Elementary Italian [< FPE 103C + < FPEL 100 + < FPEA 100 + < FPES 100 + < FPEE 100]	3				
JAPN 101	Elementary Japanese	3				
KOR 101	Elementary-level Korean	3				
NUTR 150	Food and Nutrition	3				
PHIL 160	Critical and Creative Thinking	3				
PHIL 230	Principles of Professional Ethics	3				
PSYC 250	Personal Development	3				
Major Requirements (Elective) Select 3 Cr (Major Gen. Electives MKTG:)						
ACCT 221	Intermediate Accounting I [< BUSS 102]	3				
ACCT 222	Managerial Cost Accounting [< BUSS 102]	3				
ACCT 223	Financial Statement Analysis [< ACCT 221]	3				
FINA 221	Money and Capital Markets [< BUSS 102]	3				
FINA 222	Commercial & Digital Banking [< BUSS 102]	3				
FINA 223	Financial Services [< BUSS 105]	3				
MISS 221	Foundation of Programming [< BUSS 101]	3				
MISS 222	Business Programming [< MISS 221 + < MISS 220]	3				
MISS 223	Systems Analysis & Design [< MISS 221]	3				
MNGT 221	Organizational Behavior [< BUSS 101]	3				
MNGT 222	Human Resources Management [< BUSS 101]	3				

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MNGT 223	Operations Management [< MNGT 221]	3											