



## **Faculty of Business Administration, Economics, and Political Science (BAEPS)**

### **Department of Business Administration (Marketing)**

#### **Undergraduate Programme (Webpage)**

#### **About the Programme**

The Marketing specialisation is designed to bridge the gap between academic theory and professional practice. It offers students a comprehensive understanding of fundamental marketing principles, practices, and strategies, enabling them to develop and implement effective marketing plans that support business growth and enhance customer engagement. Upon successful completion, students will have acquired the knowledge, skills, and competencies necessary to succeed in a wide range of marketing roles across various sectors.

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#### **Mission:**

To empower students with rigorous British-standard academic knowledge, research-driven insights, and practical experience—through industry collaboration and global exposure—preparing them to excel as responsible, adaptable leaders in international business environments.

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#### **Why this Programme**

The specialisation introduces students to both the tactical and conceptual foundations of marketing and creative execution, encouraging independent learning while establishing a solid grounding in key marketing concepts. By integrating academic knowledge with practical application, the programme equips graduates for further study or entrepreneurial pursuits within the fields of marketing. The programme also fosters essential professional qualities such as self-motivation, adaptability, and a willingness to embrace innovation, with a strong emphasis on sustainable and ethical business practices.

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#### **What will I Study?**

Below is a detailed description of all modules offered across the four years:

<b>Preparatory Year – Level S: 120 Credits</b>					
<b>Semester I (6 Compulsory Modules)</b>			<b>Semester II (6 Compulsory Modules)</b>		
XXBAENGL01	10	English for Academic Purposes	XXBAENGL02	10	English and Academic Writing
XXBBST02P	10	Introduction to Behavioural Sciences	XXBBST06P	10	Introduction to Management
XXBBST03P	10	Business Communication	XXBACC01P	10	Accounting Fundamentals 1
XXBBST04P	10	Business Math	XXBBST07P	10	Business Information Systems
XXBBST01P	10	Introduction to Business	XXBBST08P	10	Statistics
XXBBST05P	10	Introduction to Information Technology	XXBECO01P	10	Macroeconomics

<b>Year 1 – Level 4 (Certificate): 120 Credits</b>					
<b>Semester I (6 Compulsory Modules)</b>			<b>Semester II (6 Compulsory Modules)</b>		
XXBHRM01C	10	Organisational Behaviour	XXBMKT01C	10	Principles of Marketing
XXBECO02C	10	Microeconomics	XXBHRM02C	10	Personal Effectiveness
XXBACC02C	10	Accounting Fundamentals 2	XXBFIN02C	10	Financial Markets & Institutions

XXBBST09C	10	Innovation Management	XXBBST11C	10	Business Law
XXBFIN01C	10	Principles of Finance	XXBACC03C	10	Introduction to Cost & Managerial Accounting
XXBBST10C	10	Research Methods	XXBENS01C	10	Introduction to Entrepreneurship

<b>Year 2 – Level 5 (Intermediate): 120 Credits</b>					
<b>Semester I (6 Compulsory Modules)</b>			<b>Semester (6 Compulsory Modules and 1 Optional Module)</b>		
XXBBST12I	20	Business Ethics & Social Responsibility	XXBBST13I	10	Operations Management
XXBENS02I	20	Entrepreneurial Businesses & Innovation	XXBMKT02I	10	E-Business
XXBMKT03I	10	Customer Relationship Management	XXBBST14I	10	Quantitative Methods
XXBMKT04I	10	Consumer Behaviour	XXBMKT05I	10	Creative & Media Planning
<b>List of Optional Modules</b>					
			XXBMKT06I	10	Services Marketing
			XXBMKT07I	10	Retail Management
			XXBBIS02I	10	Fundamentals of System Analysis & Design

<b>Year 3 – Level 6 (Honours): 120 Credits</b>					
<b>Semester I (4 Compulsory Modules and 2 Optional Modules)</b>			<b>Semester II (4 Compulsory Modules and 2 Optional Modules)</b>		
XXBMKT08H	10	Brand Management	XXBMKT12H	10	Special Topics in Marketing
XXBMKT09H	10	Marketing Research	XXBMKT14H	10	Marketing Analytics
XXBMKT10H	10	Integrated Marketing Communications	XXBMKT15H	10	Marketing Strategy & Planning

XXBMKT11H	10	Digital Marketing Communications	XXBMKT13H	10	International Marketing
<b>List of Optional Modules</b>					
XXBBST15H	10	Supply Chain Management	XXBENS03H	10	Sustainable Development
XXBBST18H	10	Strategic Management	XXBBST20H	10	Project Management
XXBHRM06H	10	Employee Relations	XXBBST21H	10	Dissertation
XXBBIS03H	10	Database	XXBBST22H	10	General Business Studies (in Arabic
XXBBIS04H	10	Fundamentals of User Interface and User Experience	XXBBIS09H	10	Enterprise Resource Planning (ERP)
XXBBIS05H	10	Data Mining for Business Intelligence	XXBBIS10H	10	Artificial Intelligence (AI) for Business
			XXBBIS11H	10	Decision Support Systems
			XXBBIS12H	10	Advanced Database

### Progression Requirements

- Students must successfully complete all **preparatory year modules** before progressing to the degree level.
- Each academic year requires the successful completion of **120 credits**, following university and faculty progression rules.
- Successful completion of a summer internship, together with certified training in the use of a relevant database that supports future employment, is a graduation requirement.