Diploma Plan

College of Business

Diploma of Marketing (0-2)

	Course Code	Course Name	Pre-R	Co-R	Credit Hours	Contact Hours	Course Type
Semester 1	BMIS110	Business Computer Applications	N/A	N/A	3	3	CM
	BMGT110	Management Principles	N/A	N/A	3	3	CM
	BACC110	Financial Accounting	N/A	N/A	3	3	CM
	ENGL111	English for Business	N/A	N/A	3	3	UM
	MATH140	Business Mathematics	N/A	N/A	3	3	CM
				Semester Total	***15***	***15***	
Semester 2	BECO191	Principles of Microeconomics	MATH140	N/A	3	3	CM
	BDMC191	Business Communications	ENGL111	N/A	3	3	CM
	BMKT110	Marketing Principles	N/A	ENGL111	3	3	CM
	BFIN110	Financial Management	MATH140	N/A	3	3	CM
		University Elective	N/A	N/A	3	3	UEL
				Semester Total	***15***	***15***	
Semester 3	BECO292	Principles of Macroeconomics	BECO191	N/A	3	3	CM
	STAT201	Statistics for Business	MATH140	N/A	3	3	CM
	BDMC210	Fundamentals of Digital Marketing	BMKT110	N/A	3	3	DM
	BDMC292	Content Marketing	BMKT110	N/A	3	3	DM
		University Elective	N/A	N/A	3	3	UEL
				Semester Total	***15***	***15***	
Semester 4	BDMC211	Digital Advertising & Branding	BDMC210	N/A	3	3	DM
	BMKT212	Consumer Behavior	BMKT110	N/A	3	3	DM
	BMKT270	Business Research	STAT201	N/A	3	3	CM
	BMKT292	Business Internship	N/A	BMKT270	3	0	CM
	BMIS211	Management Information System	BMIS110, BMGT110	N/A	3	3	CM
				Semester Total	***15***	***12***	
				Program Total	***60***	***57***	

UM: University Mandatory Course
CM: College Mandatory Course
DM: Department Mandatory Course
UEL: University Elective Course



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University Electives

University elective courses offered may vary from semester to semester, depending on availability. For the current list of available electives, please contact the Admissions and Registration Department.