



Bachelor of Science in Marketing

Course Number	Course Name	Credit Hours
GRCU 001	Language and Literature	3cr
GRCU 002	Introduction to Computers	3cr
GRCU 003	Introduction to Civilization	3cr
GRCU 004	English Communication Skills	3cr
GRCU 005	Introduction to basic concepts in modern physics	3cr
GRCU 006	English Grammar	3cr
GRCU 007	General Philosophy	3cr
BAU 128	International Management	3cr
BAU 115A	Principles of Human Communication I	3cr
BAU 129A	College Algebra I	3cr
BAU118A	Management & Leadership I	3cr
BAU135	The World Trade Organization	3cr
BAU125A	Public Relations I	3cr
BAU147	Statistics for Business & Economics	3cr
BAU115B	Principles of Human Communication II	3cr
BAU129B	College Algebra II	3cr
BAU130	Business Research Methods	3cr
BMU 315A	Internet Marketing Strategy I	3cr
BAU140	Business Problem Solving	3cr
BMU300A	Principles of Service Management and Marketing I	3cr
BMU302A	Marketing Communication Management I	3cr
BMU304A	International Marketing I	3cr
BMU309A	Business without Borders I	3cr
BMU 315B	Internet Marketing Strategy II	3cr
BMU318	High Affiliate Performance Marketing	3cr
BMU320A	Customer Management I	3cr
BMU325A	Accounting For Managers I	3cr
BAU150	Customer Relationship Management	3cr
BAU158A	Business Law I	3cr
BMU300B	Principles of Service Management and Marketing II	3cr
BMU302B	Marketing Communication Management II	3cr
BMU304B	International Marketing II	3cr
BMU309B	Business without Borders II	3cr
BMU 315C	Internet Marketing Strategy III	3cr
BMU320B	Customer Management II	3cr
BMU325B	Accounting For Managers II	3cr
BAU158B	Business Law II	3cr
BMU328	Principles of Economics	3cr
BMU345	Statistics of Financial Markets	3cr
Total number of credits		120cr

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