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UNIVERSITY DUBAI**
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**Bachelor of Business Administration in Marketing
Program Viewbook
Canadian University Dubai**



**INSPIRING MINDS
TRANSFORMING LIVES**

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Overview

Marketing is an essential function for every successful business. The key to marketing is to understand customers' value expectations and develop a marketing plan that will exceed those expectations, at the right time, at the right place and at the right price. In today's enormously competitive global business environment, the strategic positioning of products/services and brands is a critical factor in the success of virtually all organizations. Proactive organizations require marketing strategies that meet consumer demands, achieve sustainable competitive advantage, and ultimately enhance financial performance.

The BBA in Marketing will prepare you to succeed in the ever-changing global business environment by helping you develop an understanding of all aspects of the marketing function within an organization. You will be exposed to current theories and practices in consumer behavior, marketing research, sales, retailing, advertising, promotion, branding and e-marketing.

Bachelor of Business Administration in Marketing Program Requirements

Program Structure

Requirements	Compulsory Cr. Hrs.	Elective Cr. Hrs.	Total Cr. Hrs.
University Requirements (GE Courses)	21	06	27
Program Core Requirements (Core Courses)	63	03	66
Program Major Requirements (Major Courses)	24	06	30

University Requirements [General Education Courses - 27 Credits]

Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (21 Cr. Hrs.)				
LNG	171-2	English I	None	3
LNG	172-2	English II	LNG171-2	3
GED	101	Applications of Computer Software	None	3
GED	190	Emirati Studies	None	3
GED	255	Critical Thinking and Problem Solving	LNG172-2	3
ENT	141	Fundamentals of Innovation, Entrepreneurship 1	None	2
ENT	142	Fundamentals of Innovation, Entrepreneurship 2	ENT 141	1
MTH	196	Mathematics for Business	None	3
Elective Courses: (06 Credits) Students are required to Select Two Courses from the following courses				
BIO	102	Biology I	None	3
SHS	103	Chemistry	None	3
ENV	201	Principles of Environmental Science	None	3
GED	110	Modern Art Appreciation	None	3
GED	111	Music Appreciation and Communication	None	3
GED	112	Using Positive Psychology at Work	LNG172-2	3
GED	125	Ecosystems and Human Health	None	3
GED	132	Science and Technology in Society	None	3
GED	196	Communication skills in Arabic	None	3
GED	191	Islamic Studies	None	3
GED	205	Psychology in Everyday Life	LNG172-2	3
GED	272	Fundamentals of Public Speaking	LNG172-2	3
GED	324	Ethical Reasoning for Today's World	LNG172-2	3

Program Core Requirements [Core Courses - 66 Credits]

Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses 63 Credits (Common to All Majors)				
ACT	112	Principles of Accounting I	None	3
ACT	212	Principles of Accounting II	ACT 112	3
ACT	250	Fundamentals of Taxation	ACT 112	3
ECO	221	Principles of Microeconomics	None	3
ECO	222	Principles of Macroeconomics	None	3
ENT	241	Entrepreneurship 1	ENT 142	2
ENT	242	Entrepreneurship 2	ENT 241	1
FIN	202	Principles of Finance	ACT 112	3
HRM	210	Human Resource Management	MGT 202	3
MGT	202	Principles of Management	None	3
MGT	210	Business Report Writing	LNG172-2	3
MGT	220	Organizational Behavior	HRM 210	3
MGT	231	Legal Environment of Business	LNG172-, MGT 202	3
MKT	201	Principles of Marketing	LNG171-2	3
QBA	201	Business Statistics	MTH 196 or equivalent	3
INB	360	International Business	MGT 202	3
MGT	301	Introduction to Business Analytics	QBA 201	3
MGT	302	Business Research Methodologies	MGT 301	3
MGT	361	Operations Management	MGT 202, MGT 301	3
SWS	351	Management Information Systems	GED 101	3
MGT	404	Business Ethics and Social Responsibility	MGT 231	3

Course Code		Course Title	Prerequisite	Cr. Hrs.
MGT	470	Strategic Management	HRM 210, ECO 221, ECO 222, FIN 202, MKT 201, MGT 361, and 90 Cr. Hrs.	3
Electives Courses (03 Credits): Students are required to select One course from the following courses				
EBU	200	e-Business Fundamentals*	None	3
FIN	322	Financial Markets and Institutions	ECO 222, FIN 202	3
MKT	301	Digital Marketing**	MKT 201	3
INB	425	Cross Cultural Communication and Management***	MGT 202	3
MGT	430	Change Management	HRM 210, MGT 220	3
* This course is not for the e-Business Major.				
** This course is not for the Marketing Major.				
*** This course is not for the International Business Major.				

Marketing Major Requirements [30 Credits]

Course Code		Course Title	Prerequisite	Cr. Hrs.
Compulsory Courses (24 Credits)				
MKT	208	Consumer Behavior	MKT 201	3
MKT	301	Digital Marketing	MKT 201	3
MKT	306	Social Media Advertising	MKT 201	3
MKT	320	Retailing	MKT 201	3
MKT	401	Internship in Marketing	90 Credit Hours & CGPA ≥ 2.0	3
MKT	430	Marketing Research	MKT 208, MGT 301	3

Course Code	Course Title	Prerequisite	Cr. Hrs.
MKT 465	International Marketing	MGT 361	3
MKT 466	Marketing Management	MGT 220, MKT 430	3
Elective Courses (06 Credits): Students are required to select Two courses from the following courses			
MKT 230	Professional Selling	MKT 201	3
MKT 350	Luxury Marketing	MKT 201	3
MKT 364	Services Marketing	MKT 201	3
MKT 371	Brand Marketing	MKT 201	3

Study Plan - BBA in Marketing [For 2024-25 Cohort Onwards]

Sem.	Course Code		Course Title	Prerequisite	Cr. Hrs.
Semester 1	LNG	171-2	English I	None	3
	MTH	196	Mathematics for Business	None	3
	GED	101	Applications of Computer Software	None	3
	MGT	202	Principles of Management	None	3
	ENT	141	Fundamentals of Innovation, Entrepreneurship 1	None	2
	Total				
Semester 2	ACT	112	Principles of Accounting I	None	3
	ECO	221	Principles of Microeconomics	None	3
	LNG	172-2	English II	LNG171-2	3
	QBA	201	Business Statistics	MTH 196	3
	GED	190	Emirati Studies	None	3
	ENT	141	Fundamentals of Innovation, Entrepreneurship 2	ENT 141	1
	Total				
Semester 3	ACT	212	Principles of Accounting II	ACT 112	3
	ECO	222	Principles of Macroeconomics	None	3
	MKT	201	Principles of Marketing	LNG171-2	3
	HRM	210	Human Resource Management	MGT 202	3
	ENT	241	Entrepreneurship 1	ENT 142	2
	Total				
5	FIN	202	Principles of Finance	ACT 112	3



	MGT	210	Business Report Writing	LNG172-2	3
	MGT	301	Introduction to Business Analytics	QBA 201	3
	ACT	250	Fundamentals of Taxation	ACT 112	3
	ENT	242	Entrepreneurship 2	ENT 241	1
	MGT	220	Organizational Behavior	HRM 210	3
	Total				
Semester 5	MGT	302	Business Research Methodologies	MGT 301	3
	MGT	231	Legal Environment of Business	LNG172-2, MGT 202	3
	INB	360	International Business	MGT 202	3
	SWS	351	Management Information Systems	GED 101	3
	MKT	208	Consumer Behavior	MKT 201	3
	MKT	301	Digital Marketing	MKT 201	3
Total					18
Semester 6	XXX	XXX	General Education Elective-1		3
	MGT	361	Operations Management	MGT 202, MGT 301	3
	XXX	XXX	Major Elective (1)		3
	MKT	306	Social Media Advertising	MKT 201	3
	MKT	320	Retailing	MKT 201	3
	Total				
Semester 7	XXX	XXX	General Education Elective-2		3
	XXX	XXX	Core Elective		3
	MKT	465	International Marketing	MGT 361	3
	GED	255	Critical Thinking and Problem Solving	LNG172-2	3
	MKT	430	Marketing Research	MKT 208, MGT 301	3
	Total				



Semester 8	MGT	470	Strategic Management	HRM 210, ECO 221, ECO 222, FIN 202, MKT 201, MGT 361 & 90 Cr. Hrs.	3
	MGT	404	Business Ethics and Social Responsibility	MGT 231	3
	XXX	XXX	Major Elective (2)		3
	MKT	466	Marketing Management	MGT 220, MKT 430	3
	Total				
Internship to be taken in summer after completion of 90 Cr. Hrs. + CGPA 2.0 or more					3
Total Credit Hours					123

Study Plan - BBA in Marketing [For Cohort before 2024-25]

Semester	Course Code	Subject Title	Prerequisite	Credit Hours
Semester 1	LNG 171	English I	None	3
	MTH 196	Mathematics for Business	None	3
	GED 101E	Applications of Computer Software	None	3

Semester	Course Code		Subject Title	Prerequisite	Credit Hours
	MGT	202	Principles of Management	None	3
	ENT	141	Fundamentals of Innovation and Entrepreneurship 1	None	2
	Total				14
Semester 2	ACT	112	Principles of Accounting I	None	3
	ECO	221	Principles of Microeconomics	None	3
	LNG	172	English II	LNG 171	3
	QBA	241	Quantitative Business Analysis	MTH 196 or Equivalent	3
	GED	199E	UAE Society	None	3

Semester	Course Code		Subject Title	Prerequisite	Credit Hours
	ENT	142	Fundamentals of Innovation and Entrepreneurship 2	ENT 141	1
	Total				16
Semester 3	ACT	212	Principles of Accounting II	ACT 112	3
	ECO	222	Principles of Macroeconomics	None	3
	MKT	201	Principles of Marketing	LNG 171	3
	QBA	341	Quantitative Approaches to Decision Making	QBA 241	3
	ENT	241	Entrepreneurship 1	ENT 142	2
	Total				14
Semester 4	FIN	201	Managerial Finance	ACT 112	3
	MGT	210	Business Report Writing	LNG 172	3

Semester	Course Code		Subject Title	Prerequisite	Credit Hours
	MGT	231	Legal Environment of Business	LNG 172, MGT 202	3
	MKT	208	Consumer Behavior	MKT 201	3
	GED	198E	Islamic Culture	None	3
	ENT	242	Entrepreneurship 2	ENT 241	1
	Total				16
Semester 5	MGT	311	Business Research Methodologies	QBA 341	3
	HRM	210	Human Resource Management	MGT 202	3
	MKT	340	e-Marketing	MKT 201	3
	MKT	310	Advertising and Promotion	MKT 201	3
	INB	360	International Business	MGT 202	3



Semester	Course Code		Subject Title	Prerequisite	Credit Hours
	XXX	XXX	Science and Technology Elective		3
	Total				18
Semester 6	MKT	320	Retailing	MKT 201	3
	SWS	351	Management Information Systems	GED 101E	3
	MGT	320	Organizational Behavior	HRM 210	3
	MGT	361	Operations Management	MGT 202, QBA 341	3
	XXX	XXX	Major Elective (1)		3
	Total				15
Semester 7	XXX	XXX	Core Elective (1)		3
	XXX	XXX	Core Elective (2)		3
	MKT	465	International Marketing	MGT 361	3





Semester	Course Code		Subject Title	Prerequisite	Credit Hours
	MKT	430	Marketing Research	MKT 208, QBA 341	3
	XXX	XXX	Major Elective (2)		3
	Total				15
Semester 8	MGT	470	Strategic Management	HRM 210, ECO 221, ECO 222, FIN 201, MKT 201, MGT 361 +90 Cr. Hrs	3
	MGT	405	Business Ethics and Social Responsibility	Complete 90 Credit Hours	3
	MKT	469	Marketing Management	MGT 320, MKT 430	3
	XXX	XXX	Humanities Elective		3
	Total				12





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Semester	Course Code	Subject Title	Prerequisite	Credit Hours
				3
				123



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