

# MKT 498 : COOP Training Internship

This course requires students to complete a four month placement as an internee in various local and international organizations across various sectors and industries in KSA. This is an important part of the BBA degree requirements which bridges the gap between theory and practice. Students will get a chance to get hands-on experience in a variety of areas related to Marketing including generating, analyzing, interpreting, and presenting marketing information using marketing research and innovative marketing tools related to consumer behavior, e-marketing, services marketing integrated marketing communications and marketing strategies.

**Credits** 12

**Prerequisites**

MGT 490