

# Major Minor Marketing

## Program

College of Business

Major

Minor

## Marketing Major

### Major Core Courses

Marketing major must complete all the courses below. For double major, see [general notes](#).

Item #	Title	Credits
MKT 301	E-Marketing	3
MKT 310	Consumer Behavior	3
MKT 315	Services Marketing	3
MKT 320	International Marketing	3
MKT 330	Marketing Research	3
MKT 401	Brand Strategy	3
MKT 410	Integrated Marketing Communications	3
MKT 420	Marketing Strategy	3
MKT 498	COOP Training Internship	12

## Marketing Minor

### Minor Courses

Students from other majors can add a minor in Marketing and must complete the following courses.

Item #	Title	Credits
MKT 310	Consumer Behavior	3
MKT 315	Services Marketing	3
MKT 330	Marketing Research	3
MKT 420	Marketing Strategy	3
	ONE course from the following list	3

## Study Plan (Major in Marketing)

## Fall (Year 1)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
ARB 101	Arabic Language I	2
ISL 101	Islamic Studies I	2
ENG 101	Freshman English 1	3
MAT 100	Pre-calculus	3
MGT 125	Principles of Management	3
ECO 101	Microeconomics	3
COB 100	Student Orientation and Academic Success	1

## Spring (Year 1)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
ISL 112	Islamic Studies II	2
ENG 103	Foundation of English Communication	3
MAT 111	Business Calculus	3
OPM 110	Introduction to Management Information Systems	3
ACC 201	Introduction to Financial Accounting	3
ECO 102	Macroeconomics	3

\*Instead of ISL 112, a student may choose an alternative 3 Cr courses offered by Alfaisal University

\*\*Students with a B or higher grade in ENG 101 may replace ENG 103 with 3Cr course offered by ANY college at Alfaisal University.

## Fall (Year 2)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
OPM 211	Business Statistics	3
FIN 201	Principles of Finance	3
MGT 210	Business Ethics	3
MKT 201	Principles of Marketing	3
ACC 202	Introduction to Management Accounting	3
ENG 201	Business Communication	3

## Spring (Year 2)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
MGT 230	Organizational Behavior	3
OPM 240	Principles of Operations Management	3
OPM 330	Quantitative Methods for Business	3
MKT 301	E-Marketing	3
	Social Science - I	3
ARB 112	Arabic Language II	2

\*Instead of ARB 112, a student may choose an alternative 3 Cr courses offered by Alfaisal University

## Fall (Year 3)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
BAN 310	Business Analytics and Visualization	3
MKT 310	Consumer Behavior	3
MKT 315	Services Marketing	3
MKT 320	International Marketing	3
	Business Elective - I	3
	Natural Science - I	3

## Spring (Year 3)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
MGT 301	Business Law	3
MKT 330	Marketing Research	3
MKT 401	Brand Strategy	3
MKT 410	Integrated Marketing Communications	3
	Social Science - II	3

## Fall (Year 4)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
MGT 490	Strategic Management	3
MKT 420	Marketing Strategy	3
	Business Elective - II	3
	General Elective - I	3
	General Elective - II	3
MGT 300	Executive Lecture	1

## Spring (Year 4)

<b>Item #</b>	<b>Title</b>	<b>Credits</b>
MKT 498	COOP Training Internship	12