**Planning Worksheet: Marketing Track**

#### Year 1 [0-29 credits]

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| **Course Code** | **Course Title** | **Credits** |
| UNI 101 | University Experience | 3 |
| CSC 101 | Introduction to Computer Science | 3 |
| ENL 101 | Expository Writing | 3 |
| PSY 101 | Introduction to Psychology | 3 |
| CLA |  | 3 |
| ENL 201 | Academic Writing | 3 |
| MAT 101 | College Algebra | 3 |
| SOC 101  or  HUM 210 | Introduction to Sociology  or  Introduction to Human Geography | 3 |
| MIS 101 | Introduction to Management Information Systems | 3 |
| BUS 112 | Introduction to Business | 3 |

#### Year 2 [30-59 credits]

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| **Course Code** | **Course Title** | **Credits** |
| ENL 210 | Introduction to Public Speaking | 3 |
| TLD 100  or  TLD 102 | Introduction to AUIB Educational Design and Studies  Foundations of Learning and Design | 3 |
| ACC 201 | Introduction to Financial Accounting | 3 |
| ECO 221 | Introduction to Macroeconomics | 3 |
| MKT 201 | Principles of Marketing | 3 |
| ECO 222 | Introduction to Microeconomics | 3 |
| BUS 212 | Professional Development and Career Planning | 3 |
| MGT 201 | Principles of Management | 3 |
| CLA |  | 3 |
| BUS 250 | Business Statistics | 3 |

#### Year 3 [60-89 credits]

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| **Course Code** | **Course Title** | **Credits** |
| MKT 334 | Advertising and Promotional Strategy | 3 |
| MKT 340 | Social Media Marketing | 3 |
| MGT 301 | Business Ethics | 3 |
| FIN 301 | Principles of Financial Management I | 3 |
| MGT 342 | Human Resource Management | 3 |
| BUS 305 | Effective Communication in Business | 3 |
| MGT 329 | Organizational Behavior | 3 |
| MGT 360 | Organizations | 3 |
| MGT 315 | Operations Management | 3 |
| CLA |  | 3 |

**Summer**

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| **Course Code** | **Course Title** | **Credits** |
| BUS 375 | Internship | 6 |

#### Year 4 [90+ credits]

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| **Course Code** | **Course Title** | **Credits** |
| MKT 426 | Marketing Research | 3 |
| MKT 428 | Consumer Behavior | 3 |
| MGT 420 | Decisionmaking | 3 |
| MGT 410 | Strategic Management | 3 |
| CLA |  | 3 |
| CLA |  | 3 |
| MKT 430 | Marketing Management and Strategy | 3 |
| MKT 429 | Services Marketing | 3 |
| MKT 480 | Brand Management | 3 |