**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 orTLD 102 | Introduction to AUIB Educational Design and StudiesFoundations 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 |