

2- Marketing

FIRST: NON CREDIT COURSES			g) Information Technology: (6 S.H.)		
ELU	096	English Language [<60% score in the KU admission test]	QMIS	130	Computer- Based Applications in Business
QMIS	098	Basic Algebra (or passing the admission test)	QMIS	240	Introduction to Information Systems [QMIS 130]
SECOND: GENERAL EDUCATION REQUIREMENT 64 S. H.)			h) free electives (6 S.H.) Any two courses offered outside CBA		
a) English language Skills: (4 S.H.)			THIRD: BUSINESS CORE REQUIREMENTS (33 S.H.)		
ELU	106	English Language [ELU 096 or 60-80% score in the KU admission test]	ACC	110	Introduction to Financial Accounting
b) Analytical & Quantitative Skills: (9 S.H.)			MKT	201	Principles of Management [PAR]
QMIS	110	Business Math [QMIS 098 or passing admission test]	MKT	205	Organizational Behavior [MKT 201 & PSY 101] [PAR]
QMIS	120	Business Statistics I [QMIS 110]	QMIS	205	Introduction to Management Science [QMIS 110]
QMIS	220	Business Statistics II [QMIS 120]	FIN	220	Principles of Financial Management [ACC 110 & QMIS 120]
c) Communications Skills: (15 S.H.)			QMIS	210	Operations Management [QMIS 205]
AR	101	Arabic Language	ECON	212	Money and Banking [ECON 110 & ECON 111] [PAR]
AR	102	Arabic Language	ACC	214	Introduction to Cost and Management Accounting [ACC 110]
ELU	126	English for academic purposes I [ELU 106 or ≥ 80% score in the KU admission test]	MKT	220	Principles of Marketing [ECON 110] [PAR]
ELU	146	English for academic purposes II [ELU 126]	PA	307	Business, Ethics and Society [PAR]
MKT	303	Business Communications and report writing [AR 101, ELU 126] [PAR]	MKT	450	Strategic Management [MKT 220, MKT 201, FIN 220 & QMIS 210] [PAR]
d) Social & Behavioral Studies: (12 S.H.)			FOURTH: MAJOR REQUIREMENTS (27 S.H.)		
PSYCH	101	Introduction to Psychology	Required: (15 S.H.)		
ECON	110	Principles of Microeconomics	MKT	322	Consumer Behavior [MKT 220]
ECON	111	Principles of Macroeconomics	MKT	330	Integrated Marketing Communications [MKT 220]
Electives: Students choose one course from the following:			MKT	420	Marketing Research [MKT 220 and QMIS 120][PAR]
HIST	101	Modern Arab History	MKT	441	Global Marketing [MKT 220 and MKT 330]
SOC	101	Introduction to Sociology	MKT	451	Strategic Marketing Management [MKT 220][PAR]
GEOG	101	Man and Environment	Electives: (12 S.H.)		
0840	102	Home Economics	Students choose four courses from:		
PS	103	Government and Politics of Kuwait	MKT	324	Marketing of Services [MKT 220]
SOC	171	Anthropology	MKT	325	Personal Selling and Sales Management [MKT 220] [PAR]
PSYCH	205	Social Psychology [PSYCH 101]	MKT	326	Retail Marketing (MKT 220)
e) Humanities: (9 S.H.)			MKT	335	Direct Marketing (MKT 220 and MKT 322)
HIST	102	History of Arab-Islamic Civilization	MKT	421	Business to Business Marketing [MKT 220]
LAW	110	Legal environment for Business	MKT	422	Logistics Management [MKT 220 and QMIS 110]
Electives: Students choose one course from the following:			MKT	424	Distribution Channels [MKT 220]
PHIL	101	Philosophy of Science	MKT	430	Internet Marketing [MKT 220 and QMIS 240]
PHIL	102	Introduction to Logic	MKT	471	Seminar in Marketing [Completion of 90 S.H.]
SIS	102	Islamic Culture	MKT	481	Internship in Marketing [Completion of 90.S.H] [PAR]
PHIL	103	Principles of Philosophy	MKT	491	Special Topics in Marketing [Departmental Approval]
PHIL	108	Moral and Modern Society	FIFTH: SUPPORT OF MAJOR AREA (6 S.H.)		
LAW	105	Human Rights	MKT	305	Human Resources Management [MKT 201]
f) Physical & Biological Science: (3 S.H.)			QMIS	351	Introduction to Electronic Commerce [QMIS 240]
Electives: Students choose one course from the following:			[PAR]= Partially taught in Arabic		
PE	101	Petroleum Fundamentals	MINIMUM REQUIREMENTS FOR GRADUATION: (130 S.H.)		
BOT	101	Biology (1)			
GEOL	101	Physical Geology			
GEOL	102	Historical Geology			
BOT	105	Environmental Conservation			
PHYS	111	Man and Energy			
Z	111	Introduction to Biology and Nature			
GEOL	111	Earth and Universe			
GEOL	112	Natural Resources			
Z	112	Human Biology			
GEOL	113	The Changing Earth			
GEOL	227	Environmental Geology [GEOL 101]			
BOT	261	Principles of Ecology			