



Student ID: STUDENT ID
Student Name: Student Name

BUSINESS ADMINISTRATION
Academic Program: Marketing
Academic Plan: Marketing
Requirement Term: Fall Semester 2025-26

Course	Grade	Prerequisites
1) General Education (A & B) (14 Courses - 42 Credits)		
A- CORE (7 Courses - 21 Credits)		
I. Writing Courses: 3 Courses		
ENGL 100-Academic English I	*	GEPT / TOEFL Score / ENGL 098
ENGL 110-English Composition I	*	GEPT / TOEFL Score / ENGL 100
ENGL 112-English Composition II	*	GEPT / TOEFL Score / ENGL 110
II. Communication: 1 Course		
ENGL 201-Business Writing	*	ENGL 112
III. MATH Proficiency: 1 Course		
MATH 111-College Algebra	*	(MATH 096 / GMPT Score) & non CS Major
IV. Information Literacy: 1 Course		
MIS 118-Introduction to Computers & Information	ELG-2502	ENGL 098 / 100/ 110/ 112 & non CS
V. Arab Heritage & Cultural Diversity: 1 Course		
Arab Heritage & Cultural Diver offering		
B- EXPLORE (7 Courses - 21 Credits)		
I. Social Sciences : 2 Courses		
ECON 101-Principles of Microeconomics	*	MATH 098 111 131
ECON 102-Principles of Macroeconomics	*	ECON 101
II. Humanities & Fine Arts: 2 Courses		
Humanities & Fine Arts offering		
Humanities & Fine Arts offering		
III. MATH & LNS: 3 Courses		
MATH 121-Basic Probability & Statistics	*	(MATH 096 098 100) & non CS Major
MATH 130-Basic Calculus	*	MATH 111 & non CS
LNS offering		

2) College Requirements (11 Courses - 33 Credits)		
Must Complete all		
MIS 200-Information Systems Concepts and Applications	*	MIS 118
ACCT 201-Fundamentals of Financial Accounting	*	MATH 111
MGMT 201-Introduction to Management	*	ENGL 110 / 112
MRKT 201-Basic Marketing	*	ECON 101
ACCT 211-Managerial Accounting	*	ACCT 201
MGMT 241-Introduction to Business Laws & Ethics	*	ENGL 201
FIN 301-Financial Management	*	ACCT 201
MGMT 321-Introduction to Operations Management	*	(MGMT 201) & (MATH 121 / 131)
ECON 380-Business Statistics	*	MIS 118 & MATH 121 & 130
CBA 440-Practicum in Business & MIS	*	81 Credits & CBA Programs
MGMT 481-Strategic Management	*	81 Credits

3) Major Required Courses (7 Courses - 21 Credits)		
Must Complete all		
MRKT 320-Services Marketing	*	MRKT 201
MRKT 330-Consumer Behavior	*	MRKT 201
MRKT 340-Management of Promotion	*	MRKT 201

Course	Grade	Prerequisites
MRKT 370-Marketing Research	*	MRKT 201
MRKT 410-Internet Marketing	*	MRKT 201
MRKT 460-International Marketing	*	MRKT 201
MRKT 480-Quantitative Marketing Methods	*	MGMT 201 & MRKT 201 & ECON 380

4) Major Electives Courses (5 Courses - 15 Credits)		
Must Complete 5 courses from the following list		
MGMT 325-Supply Chain Management & Logistics	*	MGMT 321
MGMT 341-Industrial and Organizational Psychology	*	MGMT 201 or 301
MIS 350-Knowledge Management	*	MIS 200 & (Major=MOB, IB, Marketing, MIS)
MGMT 351-Human Resources Management	*	MGMT 201 / 301
MRKT 371-Principles of Digital Marketing	*	MRKT 201
MRKT 372-Sport & Entertainment Marketing	*	MRKT 201
MGMT 383-Principles of Entrepreneurship	*	MGMT 201 & MRKT 201
MRKT 401-Marketing for Small and Medium Enterprises	*	MRKT 201
MRKT 402-Retail Marketing	*	MRKT 201
MGMT 422-Lean Production in Manufacturing & Service	*	MGMT 321
MIS 446-E-Commerce	*	MIS 200 & (Major=MOB, IB, Marketing, MIS)
MRKT 450-Sales Management	*	MRKT 201
MGMT 451-Employee Training and Development	*	MGMT 351
MRKT 451-Brand Management	*	MRKT 201
MGMT 453-Human Resource Analytics	*	MGMT 351
MRKT 462-Digital Advertising	*	MRKT 371
MRKT 467-Big Data & Web Analytics	*	MIS 200
MGMT 471-Role of the Global Corporation	*	MGMT 201 & plan in (mgmt,ib,marketing)
MGMT 484-Innovation Management	*	MGMT 201 & plan in (mgmt,ib,marketing)
MGMT 488-Corporate Social Responsibility and	*	MGMT 201 & plan in (mgmt,ib,marketing)
MRKT 491-Business to Business Marketing	*	MRKT 201
MRKT 495-Special Topics in Marketing	*	Senior Standing
MRKT 498-Capstone in Marketing	*	Junior & MRKT
MRKT 499-Marketing Internship	*	CBA 440 & Marketing & Dept Approval
CBA 499-Capstone in Applied Innovation Powered by AWS	*	Senior Standing & CBA Major

5) Free Elective Courses (3 Courses - 9 Credits) Any 3 courses		
University offering		
University offering		
University offering		

GEPT: GUST English Placement Test
coreq: Pre-requisite or Co-Requisite

GMPT: GUST Math Placement Test

ELG-[Term Code]: Student eligibility to enroll



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	UNITS	COURSES
University Requirements	120	40
Earned Credits	0	0
Transferred Credits	0	0
Satisfactory Credits	0	0
Total Credits	0	0
Needed	120	40

General Education Requirements

All Students are required to complete 42 credits of General Education requirements.
21 credits from the CORE & 21 credits from EXPLORE area.

Writing Courses

Students with advance placement in ENGL can substitute ENGL 100/ 110 with
any ENGL course or MCM 102, MCM 103

Arab Heritage & Cultural Diversity Offerings

Any of the following courses:
ARAB 101, 210, 211, FREN 380, GRMN 380, SPAN 380, WCCS 382, WCCS 383

Humanities & Fine Arts Offering

Any course with code ARAB, ART, CHIN, ENGL, FREN, GRMN, HIST, MUSC, PHIL
SPAN, THTR, ISTD, WCCS

Life & Natural Sciences Offering

Any course with code BIOL, CHEM, ENVR, PHED, PHYS.

Important Instructions and GuideLines

1. The credits of the following courses are **NOT** counted towards your degree Requirement.
MATH 100

Marketing TRACK Certification Requirement(s)

Student can obtain following TRACK Certification by completing these requirement(s)

Track #1 : Entrepreneurship

MGMT 361, 383, 484

Track #2 : Supply Chain Analytics

MGMT 325, 422, 432

Track #3 : Human Resources

MGMT 351, 451, 453

Track #4 : Digital Marketing

MRKT 371, 462, 467