

BACHELOR OF ARTS IN MARKETING

This bachelor-level program aims to transform the student into a strategic marketing professional in today's global business environment, with a deep comprehension of business analytics in decision making, market automation, marketing research, service marketing, e-marketing, and real-world cases to develop skills in marketing decision making.

This **BACHELOR OF ARTS IN MARKETING** offers a curriculum based on theoretical concepts, such as brand management, consumer behavior, business to business marketing that will allow our students to pursue successful careers in media coordination, media buying, market research, public relations, advertising sales and product development.



PROGRAM OUTLINE

| 1 | Course Number | Course Title | Credit Hours |
|---|---------------|----------------------------------|--------------|
| | ENC1101 | English Composition I* | 3 |
| | SPC1600 | Introduction to Public Speaking* | 3 |
| | EVR1009 | Environmental Science* | 3 |
| | MAC1105 | College Algebra* | 3 |
| | PHI2600 | Introduction to Ethics* | 3 |

| 2 | Course Number | Course Title | Credit Hours |
|---|---------------|-------------------------|--------------|
| | ENC1102 | English Composition II* | 3 |
| | EUH1001 | Western Civilization I* | 3 |
| | BSC1005 | General Biology* | 3 |
| | HLP1081 | Total Wellness* | 3 |
| | STA2023 | Statistics* | 3 |

| 3 | Course Number | Course Title | Credit Hours |
|---|---------------|-------------------------------|--------------|
| | AML2020 | American Literature* | 3 |
| | ECO2013 | Principles of Macroeconomics* | 3 |
| | GEB1011 | Introduction to Business | 3 |
| | ACG2001 | Principles of Accounting I | 3 |
| | MAR1011 | Principles of Marketing | 3 |

| 4 | Course Number | Course Title | Credit Hours |
|---|---------------|----------------------------------------------------|--------------|
| | ECO2023 | Principles of Microeconomics* | 3 |
| | MAR2141 | International Marketing | 3 |
| | MKA1511 | Advertising | 3 |
| | MKA2021 | Business Management and Consumer Behavior Analysis | 3 |
| | MKA2932 | Marketing Management | 3 |

| 5 | Course Number | Course Title | Credit Hours |
|---|---------------|-----------------------------|--------------|
| | ACG2011 | Principles of Accounting II | 3 |
| | PSY2012 | General Psychology* | 3 |
| | WOH1001 | World History* | 3 |
| | FRE1121 | French I | 3 |
| | MAN3011 | Distribution Channels | 3 |

| 6 | Course Number | Course Title | Credit Hours |
|---|---------------|--------------------------------|--------------|
| | MKT3022 | Services Marketing | 3 |
| | GEB2361 | Global Business Strategy | 3 |
| | MAR3042 | Consumer Behavior | 3 |
| | FIN2220 | Finance | 3 |
| | MKT3061 | Business To Business Marketing | 3 |

| 7 | Course Number | Course Title | Credit Hours |
|---|---------------|------------------------------|--------------|
| | MAN3071 | Brand Management | 3 |
| | MAN3081 | Organizational Behavior | 3 |
| | LDR3371 | Leadership and Communication | 3 |
| | MKT3081 | Marketing Research | 3 |
| | GEB3220 | Negotiation | 3 |

| 8 | Course Number | Course Title | Credit Hours |
|---|---------------|------------------------------------------------------------|--------------|
| | MKT3082 | E-Marketing | 3 |
| | MAN3082 | Business Management | 3 |
| | GEB3520 | Pricing and Profitability Decision Making | 3 |
| | MAN4092 | Promotion Management & Integrated Marketing Communications | 3 |
| | MKT4900 | Marketing Capstone | 3 |

Total: | 120

General education classes are composed of 36 credits and are those University-level courses designed to place emphasis on principles and theory rather than on practical applications associated with a vocational, occupational, or professional objective. **Subject to Change

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