



Hekma School of Business and Law
Minor in Marketing

Year	Semester	Code	Name	Credits	Total in semester
YEAR 1	Fall	BBUS 1301	Introduction to Business	3	6
		BMKT 1301	Principles of Marketing Management	3	
	Spring		NONE	0	0
YEAR 2	Fall		NONE	0	0
	Spring	MKTG 2301	Advanced Marketing	3	3
YEAR 3	Fall	MKTG 3304	Integrated Marketing Communication	3	3
	Spring	MKTG 3306	Consumer Behavior	3	6
		MKTG 3307	Marketing Research	3	
YEAR 4	Fall		NONE	0	0
	Spring	MKTG 4307	Digital & Social Media Marketing	3	3

Credit Hours Distribution

Major requirement	21
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Total credit hours for graduation 21