

MARKETING

Admission to Program

Admission to the program is explained in the HCT Admission Policy described in the Academic Policies section of this Catalog.

Program Mission

The Bachelor of Marketing program seeks to produce graduates able to function effectively in managerial and practitioner roles in the specialized field of Marketing. Graduates will have the skills, values and ability to explain, analyze and evaluate complex Marketing processes in local and global contexts, while demonstrating the ability to work independently, or in teams, to think critically, solve problems, make recommendations for improvements, and use advanced Marketing tools.

Program Description

The Marketing program and digital concentration will equip the student with the latest digital marketing knowledge and skills needed in today's globalized economy.

During the program students will develop knowledge of digital marketing using the latest tools and techniques. Through the application of the knowledge gained, they will understand how to develop digital marketing strategies leading to competitive advantage.

The main topics covered include: Consumer Behavior, Integrated Marketing Communications, Brand Management, International Marketing, Digital Marketing, Social Media and Mobile Marketing.

In addition to the core Marketing qualification, the program offers a concentration in Digital Marketing.

For the **Digital Marketing concentration**, students take – MRK 3113, MRK 4033, MRK 4113, BNA 4113 and MRK 4123 elective courses.

Students will have the option to graduate with a Higher Diploma in Marketing upon the successful completion of 102 credits inclusive of the two internship courses.

Program Goals

Develop graduates who possess the

- Current knowledge and understanding of key areas of the Marketing field, their interrelationship and application.
- Ability to use the Marketing tools, think critically, and conduct applied research.
- Necessary key success skills in business.
- In depth knowledge of the Marketing field and its interrelationship and application across business environments.

Program Learning Outcomes

Degree Level

Students will be able to...

1. Demonstrate in-depth knowledge of marketing areas and tools to develop comprehensive and coordinated marketing strategies.
2. Use appropriate tools to solve complex authentic problems in marketing contexts such as marketing tools concerning four P's and IMC to effectively promote products and/or services.

3. Conduct research and critically evaluate arguments, abstract concepts and data, to examine issues in marketing such as effective environment scanning and consumer needs and preferences.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Make ethical decisions in global and local marketing contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.
7. Demonstrate the ability to apply marketing plans and strategies and evaluate quantitative and qualitative effectiveness of overall marketing operations.

Higher Diploma Exit

Students will be able to...

1. Demonstrate knowledge of marketing areas and tools to develop comprehensive and coordinated marketing strategies.
2. Use appropriate tools to solve problems in marketing contexts such as marketing tools concerning four P's and IMC to effectively promote products and/or services.
3. Conduct research and evaluate arguments, concepts and data, to examine issues in marketing such as effective environment scanning and consumer needs and preferences.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Make ethical decisions in global and local marketing contexts, including issues related to sustainability and societal responsibility.
6. Effectively communicate in Arabic and English in both oral and written forms in business contexts.

Requirements

Completion Requirements

Code	Title	Credit Hours
Business Core Courses		
Required Credits: 54		
ACC 1003	Fundamentals of Financial Accounting	3
ACC 1103	Managerial Accounting	3
BIS 3003	Business Information Systems	3
ECO 1003	Microeconomics	3
ECO 1103	Macroeconomics	3
FIN 2003	Financial Management	3
INT 2156	Business Internship I	6
INT 3156	Business Internship II	6
LAW 3103	Business and Commercial Law	3
MGT 1003	Principles of Management	3
MGT 2103	Organizational Behaviour	3
MGT 3003	Business Ethics and Corporate Governance	3
MGT 3103	Business Simulation and Project Management	3
MRK 1103	Principles of Marketing	3
OPM 2103	Operations Management	3
STS 2003	Business Statistics	3
Marketing Core Courses		
Required Credits: 30		

MRK 2003	Consumer Behaviour	3
MRK 2103	Marketing Metrics	3
MRK 3003	Integrated Marketing Communications	3
MRK 3013	Marketing Research	3
MRK 3103	Brand Management	3
MRK 4003	Social Media and Mobile Marketing	3
MRK 4013	Strategic Marketing	3
MRK 4023	Customer Relationship Management	3
MRK 4103	Services Marketing	3
MRK 4203	Marketing Plan Project	3

Marketing Elective Courses

Required Credits: 15

BNA 4113	Applied Marketing Analytics and Reporting	3
MRK 3113	Digital Marketing	3
MRK 4033	Digital Tools and Techniques	3
MRK 4113	Data- Driven B2B Marketing	3
MRK 4123	Contemporary Retailing	3

General Studies

Required Credits: 33

English, Arabic or other Languages

Required Credits: 12

Humanities or Arts

Required Credits: 3

Information Technology or Mathematics

Required Credits: 6

The Natural Sciences

Required Credits: 3

The Social or Behavioral Sciences

Required Credits: 9

Students will have the option to graduate with a Higher Diploma in Marketing upon the successful completion of 102 credits inclusive of the two internship courses.

Concentration

Digital Marketing Concentration

Concentration Name: Digital Marketing Concentration

Total Credit Hours: 15

Concentration Curriculum:

Code	Title	Credit Hours
BNA 4113	Applied Marketing Analytics and Reporting	3
MRK 3113	Digital Marketing	3
MRK 4033	Digital Tools and Techniques	3
MRK 4113	Data- Driven B2B Marketing	3
MRK 4123	Contemporary Retailing	3

Concentration Code: DMK

Concentration Electives:

Description	Data
Total Required Credits	132
Maximum Duration of Study	6
Cost Recovery Program	No
Minimum Duration of Study	4

Program Code BUMRK

Major Code MRK

Ideal Study Plan Recommended Sequence of Study

Year 1

Semester 1		Credit Hours
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
LSM 1003	Applied Mathematics	3
LSS 1003	Life and Future Skills	3
MGT 1003	Principles of Management	3
	Credit Hours	15

Semester 2

ACC 1103	Managerial Accounting	3
ECO 1103	Macroeconomics	3
LSC 1103	Professional Communication and Reporting	3
LSS 1123	Basic Research Methods	3
MRK 1103	Principles of Marketing	3
	Credit Hours	15

Year 2**Semester 1**

AES 1013	Arabic Communications I	3
FIN 2003	Financial Management	3
ICT 2013	Computational Thinking and Coding	3
MRK 2003	Consumer Behaviour	3
STS 2003	Business Statistics	3
	Credit Hours	15

Semester 2

AES 1003	Emirati Studies	3
LSC 2103	Academic Reading and Writing II	3
MGT 2103	Organizational Behaviour	3
MRK 2103	Marketing Metrics	3
OPM 2103	Operations Management	3
	Credit Hours	15

Summer

INT 2156	Business Internship I	6
	Credit Hours	6

Year 3**Semester 1**

BIS 3003	Business Information Systems	3
LSN 1113	Introduction to Sustainability	3
MGT 3003	Business Ethics and Corporate Governance	3
MRK 3003	Integrated Marketing Communications	3
MRK 3013	Marketing Research	3
	Credit Hours	15

Semester 2

LAW 3103	Business and Commercial Law	3
BUS 2403	Innovation and Entrepreneurship	3
MGT 3103	Business Simulation and Project Management	3
MRK 3103	Brand Management	3
MRK 3113	Digital Marketing	3
	Credit Hours	15

Summer

INT 3156	Business Internship II	6
Higher Diploma in Marketing Exit		
	Credit Hours	6

Year 4		
Semester 1		
AES 3003	Professional Arabic	3
MRK 4003	Social Media and Mobile Marketing	3
MRK 4013	Strategic Marketing	3
2 Elective Courses		6
		15
Semester 2		
MRK 4103	Services Marketing	3
MRK 4203	Marketing Plan Project	3
3 Electives		9
		15
Total Credit Hours		132

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