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.

Upon the successful completion of 117 credits, students may commence their Research Project (MRK 4203).

Students are eligible for a one year Work Experiential Learning experience during their study.

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 knowledge of functional business areas.
2. Utilize tools to solve problems in marketing management.
3. Conduct research and evaluate arguments, concepts, and data, in marketing management.
4. Demonstrate self-development and the ability to work independently and in teams.
5. Apply ethical principles to decisions made in global and local contexts, including issues related to sustainability and societal responsibility.
6. Utilize effective oral and written Arabic and English communication in business.
7. Apply business principles utilizing technology to various real-world situations.

Requirements
Completion Requirements

Bachelor of Marketing

Students must successfully complete a minimum of 132 credits, including:

Code	Title	Credit Hours
Business Core Courses		54
Marketing Core Courses		30
Marketing Elective Courses		15
General Studies		33
Total Credit Hours		**132**

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	Digital Marketing Project	3
Marketing Elective Courses		
Required Credits: 15		
BNA 4113	Applied Data 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		

Concentration

Digital Marketing Concentration

Concentration Name: Digital Marketing Concentration
Total Credit Hours: 15
Concentration Curriculum:

Code	Title	Credit Hours
BNA 4113	Applied Data 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		

Description	Data
Total Required Credits	132
Maximum Duration of Study	6 years
Minimum Duration of Study	4 years
Cost Recovery Program	No
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 3		
BUS 2403	Innovation and Entrepreneurship	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 4		
AES 1003	Emirati Studies	3
MGT 2103	Organizational Behaviour	3
LSN 1113	Introduction to Sustainability	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 5		
BIS 3003	Business Information Systems	3
LSC 2223	Future Skills Capstone	3
MGT 3003	Business Ethics and Corporate Governance	3
MRK 3003	Integrated Marketing Communications	3
MRK 3013	Marketing Research	3
	Credit Hours	**15**

Semester 6		
AES 1013	Arabic Communications	3
LAW 3103	Business and Commercial Law	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
	Credit Hours	**6**

Year 4

Semester 7		
AES 1033	Islamic Culture	3
MRK 4003	Social Media and Mobile Marketing	3
MRK 4013	Strategic Marketing	3
MRK 4023	Customer Relationship Management	3
MRK 4033	Digital Tools and Techniques	3
	Credit Hours	**15**

Semester 8

BNA 4113	Applied Data Analytics and Reporting	3
MRK 4103	Services Marketing	3
MRK 4113	Data- Driven B2B Marketing	3
MRK 4123	Contemporary Retailing	3
MRK 4203	Digital Marketing Project	3
	Credit Hours	**15**
	Total Credit Hours	**132**

Faculty and Academic Staff

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