

BACHELOR OF 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 utilize latest digital marketing tools 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 and make recommendations for improvements

Program Description

The Bachelor of Marketing program will equip the students 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 including Artificial Intelligence to inform marketing decision-making. Through the application of the knowledge gained, students will be able to develop and deploy digital marketing strategies leading to competitive advantage. All students in the program will develop a business grounding through Core Business courses before they take Marketing specialization courses. An integral part of the new program will be the enhanced apprenticeship which will see students spend a total 2 semesters in an immersive work-based environment. Alongside the apprenticeship, students will take 6 remote courses aligned to their practical work-based learning. For the development of generic communication and interpersonal skills, students will take 5 General studies courses.

Program Goals

To produce graduates who are:

1. Innovative and ready to assume today's Marketing Management roles, with use the foresight and adaptability to become tomorrow's industry leaders.
2. Entrepreneurial-minded and skilled at integrating theoretical knowledge and applied learning, fostering effective problem-solving skills in Marketing Management.
3. Critical thinkers who can develop practical, applied Marketing solutions for real world problems leveraging technology.
4. Ethical decision-makers in diverse business environment with an emphasis on sustainability.

Program Learning Outcomes

Students will be able to....

1. Apply interdisciplinary business knowledge and regulations to solve business problems
2. Collaborate in teams, demonstrating leadership skills and a commitment to the professional development of others.
3. Evaluate ethical and professional responsibilities in complex business situations, exhibiting autonomy and dedication to self-improvement.

4. Utilize technical creative and analytical skills to solve problems in Marketing, applying appropriate methods and research strategies for informed decision-making.
5. Demonstrate advanced oral and written communication skills utilizing appropriate technologies to effectively engage stakeholders.
6. Critically analyze consumer behavior, opportunities, and emerging trends to make informed marketing decisions within legal and professional standards.
7. Deploy effective digital marketing strategies across multiple platforms to execute defined marketing tasks.
8. Integrate innovative, ethical, environmental and sustainability concerns into marketing decision-making, whilst valuing social-cultural norms.

Requirements Completion Requirements

Bachelor of Marketing

Students must successfully complete a minimum of 120 credits, including:

Code	Title	Credit Hours
Business Core Courses		45
Marketing Specialization Courses		57
General Studies		18
Total Credits		120

To qualify for the bachelor's degree, a student is required to:

- Successfully complete the required number of credits and courses specific to the program with a minimum cumulative GPA of 2.0.
- Complete 100 hours of volunteering.
- Meet the residency requirement that a minimum of 50% of the program credit requirements have been completed at the HCT.

Code	Title	Credit Hours
Business Core Courses		
Required Credits : 45		
ACC 1003	Fundamentals of Financial Accounting	3
ACC 1103	Managerial Accounting	3
BIS 2103	Business Information Systems	3
BUS 1023	Applied Mathematics for Business	3
BUS 3123	Business Research Methods	3
ECO 1003	Microeconomics	3
ECO 1103	Macroeconomics	3
FIN 2003	Financial Management	3
LAW 3103	Business and Commercial Law	3
MGT 1003	Principles of Management	3
MGT 1013	Managing Organizational Behavior	3
MGT 2113	Ethics and Sustainability in Business	3
MGT 3013	Project Management & Business Simulation	3
MRK 1103	Principles of Marketing	3
STS 2003	Business Statistics	3
Marketing Specialization Courses		
Required Credits : 57		

MRK 2003	Consumer Behaviour	3
MRK 2113	Marketing Communications	3
MRK 2123	Digital Marketing Essentials	3
MRK 3023	Marketing of Services	3
MRK 3033	Branding	3
MRK 3123	Strategic Marketing Management	3
MRK 3133	Managing Customer Relationships	3
MRK 3616	MRK Industry Project I *	6
MRK 4033	Digital Tools and Techniques	3
MRK 4043	Retail Marketing	3
MRK 4053	Search Engine Marketing	3
MRK 4063	Research for Marketing	3
MRK 4073	Social Media Marketing	3
MRK 4133	Marketing Performance Management	3
MRK 4143	AI in Marketing	3
MRK 4213	Digital Marketing Capstone Project	3
MRK 4716	MRK Industry Project II *	6

*Apprenticeship Courses

General Studies Courses

Required Credits : 18

AES 1003	Emirati Studies	3
BUS 2403	Innovation and Entrepreneurship	3
BUS 2503	AI for Business	3
BUS 3013	Data Science for Business	3
LSC 1103	Professional Written Communication	3
LSC 1503	Professional Spoken Communication	3

Description	Data
Total Required Credits	120
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
LSC 1103	Professional Written Communication	3
BUS 1023	Applied Mathematics for Business	3
ACC 1003	Fundamentals of Financial Accounting	3
ECO 1003	Microeconomics	3
MGT 1003	Principles of Management	3
Credit Hours		15

Semester 2

LSC 1503	Professional Spoken Communication	3
ACC 1103	Managerial Accounting	3
MGT 1013	Managing Organizational Behavior	3
ECO 1103	Macroeconomics	3
MRK 1103	Principles of Marketing	3
Credit Hours		15

Year 2

Semester 3

AES 1003	Emirati Studies	3
MRK 2003	Consumer Behaviour	3
STS 2003	Business Statistics	3
BUS 2403	Innovation and Entrepreneurship	3
FIN 2003	Financial Management	3
Credit Hours		15

Semester 4

BUS 2503	AI for Business	3
MRK 2123	Digital Marketing Essentials	3
MRK 2113	Marketing Communications	3
MGT 2113	Ethics and Sustainability in Business	3
BIS 2103	Business Information Systems	3
Credit Hours		15

Year 3

Semester 5

BUS 3013	Data Science for Business	3
MRK 3033	Branding	3
MRK 3023	Marketing of Services	3
LAW 3103	Business and Commercial Law	3
MGT 3013	Project Management & Business Simulation	3
Credit Hours		15

Semester 6

BUS 3123	Business Research Methods	3
MRK 3133	Managing Customer Relationships	3
MRK 3616	MRK Industry Project I	6
MRK 3123	Strategic Marketing Management	3
Credit Hours		15

Year 4

Semester 7

MRK 4073	Social Media Marketing	3
MRK 4063	Research for Marketing	3
MRK 4053	Search Engine Marketing	3
MRK 4043	Retail Marketing	3
MRK 4033	Digital Tools and Techniques	3
Credit Hours		15

Semester 8

MRK 4213	Digital Marketing Capstone Project	3
MRK 4143	AI in Marketing	3
MRK 4716	MRK Industry Project II	6
MRK 4133	Marketing Performance Management	3
Credit Hours		15

Total Credit Hours

120

Faculty and Academic Staff

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