



UNIVERSITY OF THE COMMONWEALTH CARIBBEAN

School of Business and Management

Programme Structure – Bachelor of Science in Marketing

Major in DIGITAL MARKETING & ADVERTISING MANAGEMENT (Fall 2017)

(in conjunction with iCreate Institute)

REQUIREMENTS	COMPULSORY CREDIT HOURS	ELECTIVE CREDIT HOURS	TOTAL CREDIT HOURS
General Education Modules	37		37
Core Modules	30		33
Specialized Modules	45		42
Elective Modules		12	12
Total	112	12	124

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
Non-credit modules: (for matriculation)			
ACT001	Fundamentals of Accounting	None	0
ENG002	English for Academic Purposes	None	0
MTH002	Core Mathematics	None	0

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
GENERAL EDUCATION:			
SOC100	Introduction to Sociology	None	3
PSY100	Introduction to Psychology	None	3
ENG102	Introduction to Literature	ENG109 Academic Writing I	3
ITT101	Computer Information Systems	None	3



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COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
GENERAL EDUCATION: (Cont'd)			
POL100	Introduction to Politics	ENG109 Academic Writing I	3
ENG109	Academic Writing I	ENG002 English for Academic Purposes or CSEC English (Grade 1 or 2)	3
ENG110	Academic Writing II	ENG109 Academic Writing I	3
ENG111	Public Speaking	ENG109 Academic Writing I	3
SPA101	Introduction to Spanish	None	3
ENG104	Business Communication	None	3
ETH201	Ethics	None	3
RSH405	Introduction to Research	Students are required to complete 94 credit hours	3
UCC101	Orientation to University Life	None	1
CORE MODULES:			
BUS102	Introduction to Business Administration	None	3
ACT100	Financial Accounting	ACT 001 Fundamentals of Accounting or CSEC POA (Grade 1 or 2)	3
MTH101	College Algebra	MTH002 Core Mathematics or CSEC Math (Grade 1 or 2)	3



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COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
CORE MODULES: (Cont'd)			
MKT201	Principles of Marketing	None	3
LAW101	Legal Concepts for Commerce	None	3
MTH201	Business & Economic Statistics	MTH101 College Algebra	3
MKT202	Introduction to Digital Marketing	MKT201 Principles of Marketing	3
ECN200	Principles of Micro Economics	None	3
MKT203	Search Marketing: SEO	MKT201 Principles of Marketing	3
MKT204	Elective/Search Marketing: PPC	MKT201 Principles of Marketing	3
OTB302	Organizational Theory & Behavior	- BUS102 Introduction to Business Administration- ETH201 Ethics	3



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COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
SPECIALISED MODULES:			
MKT301	Introduction to Advertising	MKT201 Principles of Marketing	3
MKT310	Digital Display Advertising (DDA)	MKT201 Principles of Marketing	3
MKT303	Email Marketing	MKT201 Principles of Marketing	3
MKT304	Social Media Marketing	MKT201 Principles of Marketing	3
MKT308	Content Marketing	MKT201 Principles of Marketing	3
ITT308	Management Information Systems	ITT101 Computer Information Systems	3
MKT306	Digital Video Production	MKT201 Principles of Marketing	3
MGT307	Project Management for Creatives	BUS102 Introduction to Business Administration	3
MKT420	Mobile Marketing	MKT201 Principles of Marketing	3
MKT421	Digital Analytics/Strategy & Planning	MKT201 Principles of Marketing	3
MKT423	Media Planning & Buying	MKT301 Introduction to Advertising	3
LAW400	Company Law	LAW101 Legal Concepts for Commerce	3



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COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
SPECIALISED MODULES: (cont'd)			
MKT424	Advertising Design	MKT201 Principles of Marketing	
MKT499	Digital Marketing & Advertising Research Project	RSH405 Introduction to Research & Completed 95 credit hours	3
MGT400	Strategic Management CAPSTONE	OTB302 Organisational Theory & Behaviour MTH201 Business & Economic Statistics Completed 94 credit hours	3
TOTAL CREDITS REQUIRED			124

Represents courses with Blended modality via iCreate Institute

After completing the 10 modules with iCreate, students will qualify to sit the exam for international certification as a Certified Digital Marketing Professional, with the Digital Marketing Institute

***** Students may exit after 2 years and will be awarded an A.Sc. in Marketing**