UNIVERSITY COLLEGE OF THE CARIBBEAN
BACHELOR OF SCIENCE IN MARKETING
CURRICULUM MAP: (Part-time Option)

YEAR ONE					
SEMESTER ONE			**SEMESTER TWO**		
Course Code	**Course**	**Credit Hours**	**Course Code**	**Course**	**Credit Hours**
ENG109	Academic Writing I	3	ENG110	Academic Writing II	3
ITT101	Computer Information Systems	3	ACT100	Financial Accounting	3
BUS102	Intro to Business Administration	3	PSY100	Introduction to Psychology	3
SOC100	Introduction to Sociology	3	ECN200	Principles of Micro Economics	3
UCC101	Orientation To University Life	1		**TOTAL**	**12**
	TOTAL	**13**		**SUMMER SESSION**	
			ENG102	Introduction to Literature	3
			ENG111	Public Speaking	**3**
				TOTAL	**6**
YEAR TWO					
SEMESTER ONE			**SEMESTER TWO**		
Course Code	**Course**	**Credit Hours**	**Course Code**	**Course**	**Credit Hours**
SPA101	Introduction to Spanish	3	ACT208	Cost Accounting	3
MKT201	Principles of Marketing	3	MTH201	Business and Economic Statistics	3
MTH101	College Algebra	3	ETH201	Ethics	3
ECN201	Principles of Macro Economics	3	LAW101	Legal Concepts for Commerce	3
	TOTAL	**12**		**TOTAL**	**12**
				SUMMER SESSION	
			ENG104	Business Communication	3
			POL100	Introduction to Politics	3
				Total	**6**
YEAR THREE					
SEMESTER ONE			**SEMESTER TWO**		
Course Code	**Course**	**Credit Hours**	**Course Code**	**Course**	**Credit Hours**
MkT300	Marketing Management	3	MKT302	Public Relations	3
MKT301	Introduction to Advertising	3	MKT405	Retail Management	3
MKT401	Consumer Behaviour	3	MKT403	Market Research	3
MKT402	Integrated Marketing Communication	3	SOC300	Social Psychology	3
	TOTAL	**12**		**TOTAL**	**12**
				SUMMER SESSION	
			MKT408	Social Media/Mkt. Optimisation	3
			BUS403	Entrepreneurship	3
				Total	**6**
YEAR FOUR					
SEMESTER ONE			**SEMESTER TWO**		
Course Code	**Course**	**Credit Hours**	**Course Code**	**Course**	**Credit Hours**
MKT407	Strategic Marketing	3	MKT406	International Marketing	3
MGT403	ELECTIVE (Project Management)	3	MKT404	Sales Management	3
MGT400	Strategic Management	3	MGT402	International Business Management	3
RSH405	Introduction to Research	3	MTH400	Quantitative Methods	3
	TOTAL	12		**TOTAL**	12
				SUMMER SESSION	
			ITT207	Management Information Systems	3
				ELECTIVE	3
				TOTAL	**6**
			RSH406	APPLIED RESEARCH	**3**