



Programme Structure – Bachelor of Science degree in Marketing
(effective Fall 2017)

REQUIREMENTS	COMPULSORY CREDIT HOURS	ELECTIVE CREDIT HOURS	TOTAL CREDIT HOURS
General Education Modules	37		37
Core Modules	33		33
Specialized Modules	45		45
Elective Modules		9	9
Total	115	9	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:			
SOC 100	Introduction to Sociology	None	3
PSY 100	Introduction to Psychology	None	3
ENG 102	Introduction to Literature	ENG109 Academic Writing I	3
ITT 101	Computer Information Systems	None	3



**Programme Structure – Bachelor of Science degree in Marketing
(effective Fall 2017)**

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
GENERAL EDUCATION: (Cont'd)			
POL 100	Introduction to Politics	ENG109 Academic Writing I	3
ENG 109	Academic Writing 1	ENG002 English for Academic Purpose/CSEC English A (Grade 1 or 2)	3
ENG 110	Academic Writing II	Academic Writing I	3
ENG 111	Public Speaking	ENG109 Academic Writing I	3
SPA 101	Introduction to Spanish	None	3
ENG 104	Business Communication	None	3
ETH 201	Ethics	None	3
RSH 405	Introduction to Research	Students are required to complete 94 credit hours	3
UCC 101	Orientation to University Life	None	1
CORE MODULES:			
BUS 102	Introduction to Business Administration	None	3
ACT100	Financial Accounting	ACT001 Fundamentals of Accounting or CXC/CSEC POA (Grade 1or 2)	3
MTH 101	College Algebra	Core Math (Foundation Course) or CSEC Math (Grade 1 or 2)	3
MKT 201	Principles of Marketing	None	3
LAW 101	Legal Concepts for Commerce	None	3



UNIVERSITY THE COMMONWEALTH CARIBBEAN
School of Business and Management
Programme Structure – Bachelor of Science degree in Marketing
(effective Fall 2017)

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
CORE MODULES: (Cont'd)			
MTH 201	Introduction to Business & Economic Statistics	MTH101 College Algebra	3
MKT 209	Introduction to Digital Marketing	MKT201 Principles of Marketing	3
ECN 200	Principles of Micro Economics	None	3
MKT 203	Search Marketing : SEO	MKT201 Principles of Marketing	3
ACT 208	ELECTIVE/Cost Accounting	ACT100 Financial Accounting	3
OTB 302	Organizational Theory and Behaviour	None	3
MGT 400	Strategic Management CAPSTONE	OTB302 Organizational Theory and Behaviour & MTH201 Business & Economic Statistics Completed 94 credit hours	3
SPECIALISED MODULES:			
MGT 403	Project Management	BUS 102 Introduction to Business Administration	3
MKT 304	Social Media Marketing	MKT201 Principles of Marketing	3
BUS 403	Entrepreneurship	BUS 102 Introduction to Business Administration	3
MKT 301	Introduction to Advertising	MKT201 Principles of Marketing	3



Programme Structure – Bachelor of Science degree in Marketing
(effective Fall 2017)

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
SPECIALISED MODULES:			
MKT309	Brand & Product Management	MKT201 Principles of Marketing	3
THM322 (Effective Fall 2022)	Strategic Destinations & Attractions Marketing and Management	MKT201 Principles of Marketing	3
MKT 302	Public Relations	MKT201 Principles of Marketing	3
MKT 401	Consumer Behaviour	MKT201 Principles of Marketing	3
MKT 402	Integrated Marketing Communication	MKT201 Principles of Marketing	3
MKT 403	Market Research	MKT201 Principles of Marketing	3
MKT 404	Sales Management	MKT201 Principles of Marketing	3
MKT 405	Retail Management	MKT201 Principles of Marketing	3
MKT 406	International Marketing	MKT201 Principles of Marketing	3
MKT 407	Strategic Marketing	MKT201 Principles of Marketing	3
RSH 406	Applied Research	RSH405 Introduction to Research Completed 95 credit hours	3



**Programme Structure – Bachelor of Science degree in Marketing
(effective Fall 2017)**

TOTAL CREDITS REQUIRED			124
-----------------------------------	--	--	------------

Note: Course Code changes to THM modules.