

## **Marketing**

### **Course Descriptions<sup>+</sup>**

#### **Course Title: Introduction to Business**

Code: BUS 100

Credits: 3

Pre-requisite(s): None

Description: This course introduces students to the modern world of business. It provides an overview of environmental factors that affect business and the economic systems in which business has survived and thrived. It then focusses on the various functional areas that comprise the modern organisation of today. The ultimate goal is to help students understand where their interests and talents fit in today's job market and what skills they need to develop to get the positions they seek.

#### **Course Title: Mathematics for Management I**

Code: BUS 101

Credits: 3

Pre-requisite(s): None

Description: This course prepares students for the application of mathematical tools, techniques, and principles to the real-world. Topics include linear and quadratic functions, polynomial, exponential and logarithmic function, mathematics of finance, systems of linear equations, and matrices.

#### **Course Title: Mathematics for Management II**

Code: BUS 102

Credits: 3

Pre-requisite(s): BUS 101

Description: This course prepares students for the application of mathematics in a business context. Topics include anti-derivatives, probability, partial derivatives, optimization, economic interpretation, geometric series, and their application to finance, business and economic models.

#### **Course Title: Business Communication**

Code: BUS 116

Credits: 3

Pre-requisite(s): None

Description: This course focusses on written and oral communication in management, with an emphasis on strategies for identifying, analyzing, and solving written and verbal communication problems. Course work is based on academic and professional communication in management.

#### **Course Title: Management Information Systems**

Code: BUS 122

Credits: 3

Pre-requisite(s): None

Description: This course demonstrates how organisations can use information systems to maintain a competitive advantage by improving the efficiency of business processes,

reducing costs, and having timely information for business decision-making. Topics such as systems development, databases, technology trends, and the management of technology are covered. +Courses and their descriptions are subjected to change

**Course Title: Microeconomics**

Code: BUS 133

Credits: 3

Pre-requisite(s): None

Description: This course introduces micro-economic principles, such as consumer demand, producer supply, market structure, and labour market behaviour. Students end the course with a basic understanding of how markets and individual behaviour interact to change prices and supply.

**Course Title: Macroeconomics**

Code: BUS 136

Credits: 3

Pre-requisite(s): BUS 133

Description: This course introduces applied macroeconomics, focusing on recurring issues in the environment in which firms make their decisions. Topics include national accounts, national income determination, economic growth and fluctuations, monetary policy and financial markets, international trade, and finance.

**Course Title: Principles of Marketing**

Code: BUS 205

Credits: 3

Pre-requisite(s): None

Description: This course focusses on marketing as a customer-centered activity in which organisations create mutually beneficial exchanges between the organisation and customers. It provides a solid overview of factors to be considered in developing products and services for a market, in making products and services available to customers, in selecting tools to promote products and services, and in pricing products and services to sell.

**Course Title: Statistics I**

Code: BUS 211

Credits: 3

Pre-requisite(s): BUS 102

Description: The first course in Statistics introduces the student to the basic concepts of inferential and official statistics. Concepts are developed through studying statistical methods that can be used in business decision-making. The course emphasizes applications, spreadsheet modeling, and the art of decision-making in a managerial setting.

**Course Title: Statistics II**

Code: BUS 212

Credits: 3

Pre-requisite(s): BUS 211

Description: The second course in Statistics introduces the student to more of the basic concepts of inferential and official statistics. These concepts are developed by studying statistical methods that can be applied in business decision-making. The course emphasizes applications, spreadsheet modeling, and the art of decision-making in a managerial setting.

**Course Title: Financial Accounting I**

Code: BUS 215

Credits: 3

Pre-requisite(s): None

Description: This course offers the fundamentals of accounting. It introduces fundamental accounting principles, the rules of debit and credit, and the preparation of financial statements. It also examines the Generally Accepted Accounting Principles, financial transaction recording, financial statement preparation, and financial returns analysis.

**Course Title: Financial Accounting II**

Code: BUS 216

Credits: 3

Pre-requisite(s): BUS 215

Description: This course offers a more detailed look at financial statement accounts and the interpretation of these accounts. It explores international presentation and measurement and the movement towards a common reporting method. The course also takes a brief look at current issues in publicly traded companies.

**Course Title: Introduction to Finance**

Code: BUS 221

Credits: 3

Pre-requisite(s): BUS 215

Description: This course provides an in depth coverage for the fundamental topics of Financial Management which includes Financial Management Goals, Investment Appraisal (including discussion of Cost of Capital), Sources of Finance, Working Capital Management and Cash Management.

**Course Title: Organisational Behaviour**

Code: BUS 225

Credits: 3

Pre-requisite(s): None

Description: This course discusses organisational behaviour by identifying individual motivation and communication and group dynamics in problem solving, decision-making, and work structuring. It also examines organisational structure.

**Course Title: Managing Human Resource**

Code: BUS 226

Credits: 3

Pre-requisite(s): None

Description: This course focusses on human resource management and its role as an essential factor in an organisation's success. It introduces the student to human resource management practices and the roles and responsibilities that human resource professionals have in the organisation. The goal of the course is to provide practical experience for the student in addressing issues and solving problems that arise in a human resource department.

**Course Title: Research Methods**

Code: BUS 300

Credits: 3

Pre-requisite(s): BUS 212

Description: This course aims at providing students with broad knowledge and understanding of the principles and practices in conducting research. It focuses on the use of a range of different research methods in order to successfully undertake a dissertation or a research project. This encompasses the understanding and application of appropriate research designs, research statistics, and the use of the computer for data analyses, and report writing and presentation.

**Course Title: Entrepreneurship**

Code: BUS 302

Credits: 3

Pre-requisite(s): BUS 100, BUS 205, BUS 221

Description: This course focusses on the period ranging from the conception of a business idea to its first two years of operation. It explores idea generation and validation in the marketplace, methods of financing, corporate structure, strategy, and survival.

**Course Titles: International Business**

Code: BUS 310

Credits: 3

Pre-requisite(s): BUS 100, BUS 136

Description: This course analyzes the economic and political aspects of the global business environment and how they impact firms. The course studies international trade theory, trade policies and investment, diverse organisational structures, international monetary and financial systems, and environmental issues that affect global business.

**Course Title: Management Accounting**

Code: BUS 315

Credits: 3

Pre-requisite(s): BUS 216

Description: This course focusses on understanding accounting information that is used by management as a planning and decision-making tool. The fit between accounting information and strategy is highlighted, with a focus on costing, cost related behaviour, and break-even analysis.

**Course Title: Islamic Business Studies**

Code: BUS 320

Credits: 3

Pre-requisite(s): None

Description: This course examines specific Islamic business issues as well as Islamic practices and the underlying beliefs that help to define these practices. The course emphasizes key principles of management from an Islamic point of view and includes Islamic ethics as it applies to daily business events.

**Course Title: Operations Management**

Code: BUS 325

Credits: 3

Pre-requisite(s): BUS 211

Description: This course provides an introduction to decisions and trade-offs associated with the production of goods and services. Topics include technology planning, control issues, manufacturing design, and management of new technology and service operations.

**Course Title: Commercial Law**

Code: BUS 330

Credits: 3

Pre-requisite(s): None

Description: This course provides students with a clearer understanding of how the legal world around them operates. It introduces legal reasoning and provides a basic understanding of the judicial process and how the law affects society and the business world. Students learn to recognize potential legal problems and how to avoid or resolve them.

**Course Title: Internship**

Code: BUS 399

Credits: 3

Pre-requisite(s): after earning 66 credits

Description: This course provides students with the opportunity to apply theoretical principles learned in class to “real life” professional situations and to understand the transition from academic to professional life. The internship is approximately 120 to 180 hours in duration.

**Course Title: Strategic Management**

Code: BUS 401

Credits: 3

Pre-requisite(s): BUS 205, BUS 310

Description: This course explores managing strategy. It focusses on how to experiment, probe, and learn from experience to generate knowledge and expertise to serve company purposes.

**Course Title: Services Marketing****Code: MKT 361****Credits: 3****Pre-requisite(s): BUS 205**

**Description:** This course focuses on marketing a service-based business, a discipline that is gaining importance as developed economies move away from industrial importance to service-oriented economies. The major difference in services marketing is that instead of the traditional "4 P's," Product, Price, Place, Promotion, there are seven "P's", the "4 P's plus People, Physical Environment, and Process.

**Description: International Marketing****Code: MKT 362****Credits: 3****Pre-requisite(s): BUS 205**

**Description:** This course studies marketing management considerations of companies doing business outside their domestic market. The course discusses the changes in product, pricing, channel, and communications policies to meet international market needs. There is a special focus on the substantive issues, information sources, and cultural sensitivities required to develop an effective international strategy.

**Course Title: Customer Behaviour****Code: MKT 460****Credits: 3****Pre-requisite(s): MKT 362**

**Description:** This course centers on the role of the customer in the marketing process. Studying customer behaviour provides an understanding of how humans operate in the marketplace, what sorts of social and cognitive mechanisms a customer brings to purchasing decisions, and what marketing strategies are likely to be effective.

**Course Title: Integrated Marketing Communications****Code: MKT 461****Credits: 3****Pre-requisite(s): BUS 116, BUS 205**

**Description:** The course provides an overview of the components and considerations involved in integrated marketing communications strategy decisions. The first part of the course considers basic principles underlying consumer information processing and how marketing communication efforts can influence this process. The second part of the course focuses on the individual elements of the marketing communications mix and how these elements are combined into an integrated promotional campaign.

**Course Title: Marketing Channel Strategy**

Code: MKT 462

Credits: 3

Pre-requisite(s): MKT 362

Description: Marketing channels provide the means by which a firm moves the goods and services it produces to the ultimate users. This course discusses the strategic implication of marketing channels in an overall marketing strategy. It includes the different types of marketing channels and the roles they play in making goods available to customers.

**Course Title: Strategic Marketing**

Code: MKT 463

Credits: 3

Pre-requisite(s): BUS 401

Description: The primary goal of this course is to provide students with an overview of strategic management of marketing, and with experience in creating marketing strategies for the success of businesses. The focus of the course is on analysing the strategies companies may use in order to understand customer preferences and use them appropriately to design products and services. Students may develop the required skills to practice creative problem-solving and decision-making to simulate the requirements of today's complex market environment.

**Course Title: Retail Management**

Code: MKT 464

Credits: 3

Pre-requisite(s): INB 372

Description: This course provides students with knowledge of contemporary retail management and marketing issues at the strategic level. The course also focuses on a strategic decision-making approach that illustrates how retailers plan for, and adapt to, today's changing and complex retail environment. It also includes roles of retailing business, consumer behaviour in retailing, retailing marketing environments and the retail marketing mix.

**Course Title: Marketing Research**

Code: MKT 465

Credits: 3

Pre-requisite(s): BUS 300

Description: This course provides an introduction to techniques and procedures commonly used to gather information about customers, competitors, and a firm's external environment. Special emphasis is placed on problem formulation, research design, alternative methods of data collection (including data collection instruments, sampling, and field operations), and data analysis techniques.

**Course Title: Branding & Advertising**

Code: MKT 466

Credits: 3

Pre-requisite(s): MKT 362

Description: This course addresses the strategic importance of branding and covers concepts, frameworks, and strategies for building, leveraging, and defending strong brands. Discussions focus on current opportunities and challenges facing brand managers in a variety of industries and markets. Also considered are the responsibilities of brands and their companies to the community as a part of their social corporate responsibility.

**Course Title: Customer Relationship Management (Major Elective)**

Code: MKT 470

Credits: 3

Pre-requisite(s): MKT 460

Description: This course familiarizes the students with Customer Relationship Management (CRM). Businesses nowadays need to respond to the changing consumer needs, thus this course explores the needs of customers and the techniques that businesses develop as a key strategic process to maintain and increase their clientele. CRM is used in order to create relationships with customers by delivering value and satisfaction.

**Course Title: Public Relations (Major Elective)**

Code: MKT 471

Credits: 3

Pre-requisite(s): MKT 362

Description: Public Relations encompass the efforts of an organisation to create a favorable image of itself in the community and larger global market. This course provides students with a critical understanding of the role of public relations and media relations in terms of customer, corporate management, government, lobbying and crisis management in an international context.

**Course Title: e-Marketing (Major Elective)**

Code: MKT 472

Credits: 3

Pre-requisite(s): MKT 362

Description: This course provides students with comprehensive, practical guidance on how companies can get the most out of digital media and technology to meet their marketing goals. The course focuses on strategic marketing decisions on how companies may utilize technology and the digital media to develop products, promote them and market them.

**Course Title: Senior Business Project**

Code: MKT 499

Credits: 3

Pre-requisite(s): BUS 300, after earning 99 credits

Description: This course requires that a student apply core knowledge learned thus far to a real-world topic. The topic is selected by the student and is subject to faculty approval. The work uses a student's analytical and communication skills and cross-discipline expertise. Learning occurs through professor coaching and feedback and preparation and presentation of a final paper.