



Marketing Curriculum, 2018
College of Business Administration
Kuwait University

1. Non-Credit Courses

ELU 096	English Language (<60% score in KU admission test)
MATH 091	Pre-Calculus (or passing the admission test)

2. General Education Requirements (61 Credits)

2.1. English Language Skills (4 Credits)

ELU 106	English Language	<i>ELU 096 or 60-80% score in KU admission test</i>
---------	------------------	---

2.2. Analytical & Quantitative Skills (9 Credits)

QMIS 110	Business Math	<i>QMIS 098 or passing admission test</i>
QMIS 120	Business Statistics I	<i>QMIS 110</i>
QMIS 220	Business Statistics II	<i>QMIS 120</i>

2.3. Communication Skills (15 Credits)

AR 101	Arabic Language	
AR 102	Arabic Language	
ELU 126	English for academic purposes I	<i>ELU 106 or ≥ 80% score in KU admission test</i>
ELU 146	English for academic purposes II	<i>ELU 126</i>
MKT 303	Business Communications and report writing	<i>ELU 126</i>

2.4 Social & Behavioral Studies (12 Credits)

PSYCH 101	Introduction to Psychology	
ECON 110	Principles of Microeconomics	
ECON 111	Principles of Macroeconomics	<i>ECON 110</i>

Choose one course from the following

HIST 101	Modern Arab History	SOC 101	Introduction to Sociology
GEOG 101	Man and Environment	0840 102	Home Economics
PS 103	Government and Politics of Kuwait	SOC 171	Anthropology
PSYCH 205	Social Psychology <i>PSYCH 101</i>		

2.5 Humanities, Physical & Biological Science (9 Credits)

LAW 110	Legal environment for Business	
HIST 102	History of Arab-Islamic Civilization	<i>Or list of approved classes</i>

Choose one course from the following

PHIL 101	Philosophy of Science	PHIL 102	Introduction to Logic
SIS 102	Islamic Culture	PHIL 103	Principles of Philosophy
LAW 105	Human Rights	PHIL 108	Moral and Modern Society
PE 101	Petroleum Fundamentals	BOT 101	Biology
GEOL 101	Physical Geology	GEOL 102	Historical Geology
BOT 105	Environmental Conservation	PHYS 111	Man and Energy
Z 111	Introduction to Biology and Nature	GEOL 111	Earth and Universe
GEOL 112	Natural Resources	Z 112	Human Biology
GEOL 113	The Changing Earth	GEOL 227	Environmental Geology <i>GEOL 101</i>
BOT 261	Principles of Ecology	CHEM 100	Chemistry and Life

2.6 Information Technology (6 Credits)

QMIS 130	Computer- Based Applications in Business	
QMIS 240	Introduction to Information Systems	<i>QMIS 130</i>

2.7 Free Electives (6 Credits)

Any 2 courses offered outside the CBA

3. Business Core Requirements (36 Credits)

ACC 111	Introduction to Financial Accounting I	
ACC 112	Introduction to Financial Accounting II	ACC 111
MKT 201	Principles of Management	
MKT 205	Organizational Behavior	MKT 201 & PSY 101
QMIS 205	Introduction to Management Science	QMIS 110
FIN 220	Principles of Financial Management	QMIS 110 & ACC 111 OR ACC 141
QMIS 210	Operations Management	MKT 201
ECON 212	Money and Banking	ECON 110 & ECON 111
ACC 214	Intro. to Cost & Management Accounting	ACC 112
MKT 220	Principles of Marketing	ECON 110
PA 307	Business, Ethics and Society	
MKT 450	Strategic Management	MKT 220, MKT 201, FIN 220 & QMIS 210

4. Major Requirements (27 Credits)

4.1 Major Required Courses (15 Credits)

MKT 322	Consumer Behavior	MKT 220
MKT 330	Integrated Marketing Communications	MKT 220
MKT 420	Marketing Research	MKT 220 & QMIS 120
MKT 441	Global Marketing	MKT 220 & MKT 330
MKT 451	Strategic Marketing Management	Completion of 90 Credits

4.2 Major Elective Courses (12 Credits)

Choose four courses from the following

MKT 324	Introduction to International Business Management	MKT 220
MKT 325	Research Methods for Business	MKT 220
MKT 326	Total Quality Management	MKT 220
MKT 335	Manpower Planning and Selection	MKT 220 & MKT 322
MKT 421	Compensation Systems	MKT 220
MKT 422	Career Planning and Development	MKT 220 & QMIS 11
MKT 424	Organization Theory	MKT 220
MKT 430	Leadership and Group Dynamics	MKT 220 and QMIS 240
MKT 471	Organization Design	90 Credits
MKT 481	Seminar in Management	90 Credits
MKT 491	Internship in Management	

5. Support of Major Area (6 Credits)

MKT 305	Human Resources Management	MKT 201
QMIS 351	Introduction to Electronic Commerce	QMIS 240

Legend

