

Marketing – TA 114

First Year

Semester 1	Business Communications	Financial Accounting 1	Marketing Environment	Business Mathematics 1	Fundamentals of Information Systems	Electives	
						Business Administration	Business Language 1
Semester 2	Marketing	Financial Accounting 2	Economics 1	Business Mathematics 2	Business Information Systems	E.U. Studies	Business Language 2
	1	2	3	4	5	6	7

Second Year

Semester 3	Marketing & Business Development	Behavioural Studies	Economics 2	Information Systems Analysis & Design 1	Principles of Law	Electives		
						Organisations in Action	Business Language 3	Trade Show & Event Management
Semester 4	Marketing Applications	Marketing Finance	Research Methods	Information Systems Analysis & Design 2	Marketing Law	Personal Finance	Business Language 4	Customer Relationship Management
	1	2	3	4	5	6	7	8

Third Year – Bachelor Degree of Business – Marketing

Semester 5	Consumer Behaviour	Global Business	Applied Statistics	W.W.W. Design	Marketing Communications	Electives		
						Marketing Channel Management	Business Language 5	P.C. Applications for Decision Support
Semester 6	Services & Business Marketing	Marketing Across Cultures	Marketing Research Applications	E-Business Theory & Practice	Integrated Marketing Communications	Retailing Management	Business Language 6	Advanced Business Computing
	1	2	3	4	5	6	7	8

Fourth Year – Bachelor Degree (Honours) of Business – Marketing Management

Semester 7	Marketing Management	Innovation	Corporate Finance	I.S. Tools for Strategic Marketing	Company Law	Electives			
						Sales Management	Management Science 1	Business Language 7	Systems Modelling & Databases
Semester 8	Marketing Strategy	Business Policy	Marketing Practice & Analysis	Strategic Information Systems	Business Ethics	Enterprise Development	Management Science 2	Business Language 8	End User Development
	1	2	3	4	5	6	7	8	9