

First	Second	Third	Fourth	Fifth	Sixth	Seventh	Eighth
ADM1012 MANAGEMENT FUNDAMENTALS [6]	LMK1012 FUNDAMENTALS OF MARKETING [6]	LMK2012 QUALITATIVE MARKET RESEARCH [6] ← LMK1012	ADM2012 INFORMATION TECHNOLOGIES IN BUSINESS [6]	LMK3012 PROFESSIONAL PRACTICES 1 [6]	LMK3052 NEGOTIATION AND SALES [6]	ADM4012 ETHICS AND SOCIAL CORPORATE RESPONSIBILITY [6]	LMK4062 E-MARKETING [6] ← LAD3012
MAT1012 UNIVERSITY MATH [6]	ECO1012 COMPANY AND ECONOMICS [6]	ECO2012 MACROECONOMIC ENVIRONMENT [6]	ADM2022 ORGANIZATIONAL BEHAVIOR [6]	LMK3022 QUANTITATIVE MARKET RESEARCH [6] ← LMK1012, MAT2072	LMK3062 INTERNAL MARKETING [6] ← LMK1012	LMK4012 SOCIAL MARKETING [6] ← LMK3032	LMK4072 STRATEGIC MARKETING [6] ← LMK4012
	CON1012 ACCOUNTING [6]	CON2012 COST ACCOUNTING I [6] ← CON1012	LMK2022 CONSUMER BEHAVIOR [6] ← LMK1012	LMK3032 INTEGRAL COMMUNICATION IN MARKETING [6] ← LMK2022	LMK3072 SELECT TOPICS 1 [6]	LRP4022 PUBLIC RELATIONS PLANNING [6]	LMK4082 SELECT TOPICS 3 [6]
GENERAL STUDIES ELECTIVE IN ARTS [6]	MAT1022 CALCULUS I [6] ← MAT1012	LDE2012 CORPORATE LAW [6]	CON2022 FINANCIAL ADMINISTRATION [6]	LMK3042 PRODUCT INNOVATION [6] ← LMK2012	LMK3082 MARKET INTELLIGENCE I [6]	LMK4022 MARKET INTELLIGENCE II [6] ← LMK3082, MAT2022	LAD4092 BUSINESS INTELLIGENCE [6] ← ADM2012, LAD3012
GENERAL STUDIES ELECTIVE IN MATH [6]		MAT2022 STATISTICS FOR BUSINESS I [6] ← MAT1012	MAT2072 STATISTICS FOR BUSINESS II [6] ← MAT2022	LAD3012 ALGORITHMS AND DATA ANALYSIS [6] ← ADM2012	LMK3092 BRAND MANAGEMENT [6] ← LMK3032	LMK4032 SELECT TOPICS 2 [6]	
INFO012 INFORMATION TECHNOLOGIES IN THE CONSTRUCTION OF KNOWLEDGE [6]	ESP0012 ACADEMIC REASONING [6] ← INFO012	ESP0022 ACADEMIC WRITING [6] ← ESP0012	← Course credits (units)	GENERAL STUDIES ELECTIVE IN NATURAL SCIENCES [6]	LMK3102 INTERNATIONAL MARKETING [6] ← LMK1012	LMK4042 SERVICE MARKETING [6] ← LMK1012	
LEX0112 FOREIGN LANGUAGE I [6]	LEX0122 FOREIGN LANGUAGE II [6] ← LEX0112	LEX0132 FOREIGN LANGUAGE III [6] ← LEX0122	← Prerequisites	GENERAL STUDIES ELECTIVE IN BEHAVIORAL SCIENCES [6]	GENERAL STUDIES ELECTIVE IN HUMANITIES [6]	LMK3112 MARKETING AND RETAIL SALES [6] ← LMK2022	LMK4052 PROFESSIONAL PRACTICES 2 [6]

Bachelor of Marketing



- Business Education
- Marketing Strategy
- Market Intelligence
- Creativity and Innovation
- General Education (GenEd)
- Creativity and Innovation/Market Intelligence/Marketing Strategy