

Faculty of Business
Department of Marketing
Associate's Degree (Two-Year) Major in Marketing
Name of Awarding (Associate's Degree in Marketing)

YEAR ONE				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 1				
1	ACC 105	Financial Accounting I	3 (2-1-0)	-
2	BUS 104	Introduction to Business	3 (3-0-0)	-
3	ENG 101	Core English I	3 (2-1-0)	-
4	MAT 105	Mathematics for Business and Finance	3 (2-1-0)	-
5	PHI 104	Ethics and Values for Professionals	3 (3-0-0)	-
Total			15 (12-3-0)	
YEAR ONE				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 2				
1	ACC 106	Financial Accounting II	3 (2-1-0)	ACC 105
2	ECO 105	Principles of Economics	3 (2-1-0)	MAT 105
3	ENG 102	Core English II	3 (2-1-0)	ENG 101
4	PHI 105	Critical Thinking	3 (3-0-0)	-
5	STA 106	Statistics for Business and Economics	3 (2-1-0)	MAT 105
Total			15 (11-4-0)	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 1				
1	ECO 203	Microeconomics	3 (2-1-0)	ECO 105
2	ENG 203	Core English III	3 (2-1-0)	ENG 102
3	MKT 201	Principles of Marketing	3 (3-0-0)	-
4	MKT 202	Selling Skills	3 (2-1-0)	BUS 104
5	MKT 203	Customer Relationships Management	3 (3-0-0)	-
Total			15 (12-3-0)	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
Semester 2				
1	AOC 201	The Art of Communication	3 (3-0-0)	-
2	APM 205	Internship/Work Experience for Marketing ⁽¹⁾	4 (1.3-0-2.7)	-
3	ENG 207	English for Business I	3 (2-1-0)	-
4	MKT 204	Services Marketing	3 (3-0-0)	MKT 201
5	MKT 205	Customer Services	3 (2-1-0)	MKT 202
Total			16 (11.3-2-2.7)	

Noted:

- (1) All students are required to intern at institution or company and write the report related to major Marketing.
 L (Lecture) = (1 credit= 15 hours); P (Practice) = (1 credit= 30 hours); and F (Fieldwork) = (1 credit= 45 hours)

Year I	Year II	Total
30 Credits	31 Credits	61 Credits