

**Faculty of Business**  
**Department of Marketing**  
**Bachelor's Degree (Four-Year) Major in Marketing**  
**Name of Awarding (Bachelor of Marketing)**

YEAR ONE (FOUNDATION YEAR)				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 1</b>				
1	ACC 105	Financial Accounting I	3 (2-1-0)	-
2	ENG 101	Core English I	3 (2-1-0)	-
3	KHM 101	Khmer Studies	3 (3-0-0)	-
4	MAT 105	Mathematics for Business and Finance	3 (2-1-0)	-
5	PHI 104	Ethics and Values for Professionals	3 (3-0-0)	-
<b>Total</b>			<b>15 (12-3-0)</b>	
YEAR ONE (FOUNDATION YEAR)				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 2</b>				
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
<b>Total</b>			<b>15 (11-4-0)</b>	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 1</b>				
1	BUS 204	Introduction to Business	3 (3-0-0)	-
2	ENG 207	English for Business I	3 (2-1-0)	-
3	ECO 203	Microeconomics	3 (2-1-0)	ECO 105
4	MKT 201	Principles of Marketing	3 (3-0-0)	-
5	MKT 203	Customer relationships Management	3 (3-0-0)	-
<b>Total</b>			<b>15 (13-2-0)</b>	
YEAR TWO				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 2</b>				
1	ECO 204	Macroeconomics	3 (2-1-0)	ECO 203
2	ENG 208	English for Business II	3 (2-1-0)	ENG 207
3	IB 210	Global Marketing	3 (3-0-0)	-
4	LAW 202	Business Laws and Ethics	3 (3-0-0)	-
5	MGT 206	Total Quality Management	3 (3-0-0)	-
<b>Total</b>			<b>15 (13-2-0)</b>	
YEAR THREE <sup>(1)</sup>				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 1</b>				
1	EMS 302	Employability Skills	3 (3-0-0)	-
2	IB 311	International Business Environment	3 (2-1-0)	ECO 204
3	MGT 302	Principles of Management	3 (3-0-0)	-
4	MKT 306	Marketing Strategy	3 (2-1-0)	MKT 201
5	TAX 309	Taxation	3 (3-0-0)	ACC 105, LAW 202
<b>Total</b>			<b>15 (13-2-0)</b>	

YEAR THREE				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 2</b>				
1	MGT 304	Human Resource Management	3 (3-0-0)	BUS 204
2	MKT 307	Marketing Management	3 (3-0-0)	MKT 306
3	MKT 308	Pricing Strategy	3 (3-0-0)	MKT 201
4	MKT 309	Sales Management	3 (3-0-0)	MKT 201
5	RES 307	Research Methods	3 (2-1-0)	-
<b>Total</b>			<b>15 (14-1-0)</b>	
YEAR FOUR				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 1</b>				
1	APM 420	Internship/Work Experience for Marketing <sup>(1)</sup>	4 (1.3-0-2.7)	MKT 415
2	MGT 403	Entrepreneurship	3 (3-0-0)	ECO 204
3	MKT 415	Marketing Research	3 (2-1-0)	MKT 201
4	MKT 416	Product and Brand Management	3 (3-0-0)	MKT 309
5	SML 426	Supply chain Management and Logistics	3 (2-1-0)	-
<b>Total</b>			<b>16 (11.3-2-2.7)</b>	
YEAR FOUR				
No.	Course Code	Course Title	Credits	Prerequisite
<b>Semester 2</b>				
1	MKT 417	Digital Marketing	3 (2-1-0)	MKT 201
2	PMS 407	Project Management Skills	3 (3-0-0)	-
3	ETC 405	Three Elective Courses <sup>(2)</sup>	9 (6-3-0)	TGPA < 3.60
or				
1	THS 408	Thesis <sup>(3)</sup>	15 (3-4-8)	RES 307, TGPA ≥ 3.60
<b>Total</b>			<b>15</b>	

**Noted:**

- (1) All students are required to intern at institution or company and write the report related to major Marketing.
  - (2) All students can choose 3 (1 course equal 3 credits) among of 5: Business Negotiation Skills(BUS 403), Doing Business in Digital Era (BUS 406), CEO Business Experience (IB 420), Consumer Behavior (MKT 410) or The Art of Communication (AOC 401) for graduate.
  - (3) All students who get the Total Grade Point Average (TGPA) more than 3.60 can writing the thesis (individual) equal 15 credits for graduate.
- L (Lecture) = (1 credit= 15 hours); P (Practice) = (1 credit= 30 hours); and F (Fieldwork) = (1 credit= 45 hours)

Elective Courses			
No.	Course Code	Course Title	Credits
<b>Semester 2</b>			
1	AOC 401	The Art of Communication	3 (3-0-0)
2	BUS 403	Business Negotiation Skills	3 (3-0-0)
3	BUS 406	Doing Business in Digital Era	3 (3-0-0)
4	IB 420	CEO Business Experiences	3 (3-0-0)
5	MKT 410	Consumer Behavior	3 (3-0-0)

Foundation Year	Year II	Year III	Year IV	Total
<b>30 Credits</b>	<b>30 Credits</b>	<b>30 Credits</b>	<b>31 Credits</b>	<b>121 Credits</b>