

## MARKETING MAJOR

### Level I (Minimum 30 credits)

1. ECON1000 - Principles of Economics I
2. ECON1005 - Introduction to Statistics
3. MGMT1002 - Communication Skills for Managers
4. ACCT1003 - Introduction to Cost and Management Accounting or ACCT1005 - Introduction to Financial Accounting
5. FOUN1013 - Critical Reading and Writing in the Social Sciences or FOUN1019
6. FOUN1101- Caribbean Civilization
7. FOUN1201- Science, Medicine and Technology in Society
- 8-10. Plus 3 Level I Free Electives

### Level II & Level III\* (Minimum 60 credits)

11. MKTG2001- Principles of Marketing
  12. MGMT2004 - Computer Applications
  13. MGMT2012 - Quantitative Methods
  14. MKTG3001- International Marketing Management
  15. MKTG3002 - Marketing Research
  16. MKTG3003 - Marketing Strategy
  17. MKTG3070 - Consumer Behaviour
  18. MKTG3010 - Integrated Marketing Communication
  19. MGMT3012 - Systems Analysis and Design\*
20. **One (1)** from the following 3:
- MGMT3031- Business Strategy & Policy
  - MGMT3230 - Corporate Strategy
  - Any Level II/III Psychology Elective
- 21-30. Plus 10 Level II/III Free Electives

NOTE: Students pursuing a Marketing (Major) are encouraged to choose Psychology courses in their free elective slots.

\*Students at the Western Jamaica Campus may do MGMT3069 - Quality Service Management instead of MGMT3012 - Systems Analysis and Design.



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# Mona School of Business & Management

The University of the West Indies, Mona

## Quick Guide to Courses and Degree

# BSc Marketing

## List of 1<sup>st</sup> Semester Courses

<i>Code</i>	<i>Title</i>	<i>Pre-requisites</i>
<b>Level I</b>		
ECON1000	Principles of Economics I <sup>+</sup>	CSEC/CXC Math or GCE Math or ECON0001 or GOVT 0100
ACCT1005	Financial Accounting	CXC Mathematics Grades 1-3 or ECON001 CXC Math1 or ECON0001 or CAPE Math (Anti-requisite: SOCI1005 or STAT1001)
ECON1005	Introduction to Statistics <sup>+</sup>	CXC Math1 or ECON0001 or CAPE Math (Anti-requisite: SOCI1005 or STAT1001)
FOUN1013	Critical Reading & Writing in the Social Sciences	CXC English A Grades 1-2 *** & CAPE Communication Studies 1-2 ***
FOUN1101	Caribbean Civilization <sup>+</sup>	None
FOUN1201	Science, Medicine & Technology <sup>+</sup>	None
ECON1003 *	Mathematics for Social Sciences I <sup>+</sup>	CXC Math <sup>1</sup> or ECON0001
PSYC1000*	Introduction to Development, Social & Abnormal Psychology <sup>+</sup>	None

## Level II

MKTG2001	Principles of Marketing <sup>+</sup>	None
MGMT2012	Quantitative Methods <sup>+</sup>	ECON1005
MGMT2004	Computer Applications <sup>+</sup>	ACCT1005

## Level III

MKTG3002	Marketing Research	ECON1005 & MKTG2001
MKTG3003	Marketing Strategy	MKTG2001
MGMT3031**	Business Strategy & Policy <sup>+</sup>	Final Year BSc. (Accounting, Mgmt. Stds., HRM, Marketing & Operations) Major/ Minor students only

## List of 2<sup>nd</sup> Semester Courses

<i>Code</i>	<i>Title</i>	<i>Pre-requisites</i>
ECON1000	Principles of Economics I <sup>+</sup>	CSEC/CXC Math or GCE Math or ECON0001 or GOVT 0100
ACCT1003	Introduction to Cost & Management Accounting	CXC Mathematics Grades 1-3 or ECON001 CXC Math1 or ECON0001 or CAPE Math (Anti-requisite: SOCI1005 or STAT1001)
ECON1005	Introduction to Statistics <sup>+</sup>	CXC Math1 or ECON0001 or CAPE Math (Anti-requisite: SOCI1005 or STAT1001)
MGMT1002	Communication Skills for Managers	FOUN1013 or FOUN1401 or FOUN1019 or FOUN1001
ECON1003*	Mathematics for Social Sciences I <sup>+</sup>	CXC Math <sup>1</sup> or ECON0001
PSYC1000*	Introduction to Development, Social & Abnormal Psychology <sup>+</sup>	None
FOUN1101	Caribbean Civilization <sup>+</sup>	None
FOUN1201	Science, Medicine & Technology <sup>+</sup>	None

MKTG2001	Principles of Marketing <sup>+</sup>	None
MGMT2012	Quantitative Methods <sup>+</sup>	ECON1005
MGMT2004	Computer Applications <sup>+</sup>	ACCT1005
MGMT3031**	Business Strategy & Policy <sup>+</sup>	Final Year BSc. (Accounting, Mgmt. Stds., HRM, Marketing & Operations) Major/ Minor students only
MKTG3001	International Marketing Management	MKTG2001
MKTG3070	Consumer Behaviour	MKTG2001
MKTG3010	Integrated Marketing Communication	MKTG2001
MGMT3012	Systems Analysis & Design	MGMT2004
MGMT3230 **	Corporate Strategy	Final Year students only

- <sup>+</sup> Course is offered in both semesters
- \* Suggested free electives
- \*\* Departmental Elective
- \*\*\* If you do not have the prerequisites, register for FOUN1019 ( Yearlong course)