



DEGREE PLANNING CHECKLIST

This Checklist is a resource designed to guide FSS students in: (i) tracking their rate of progress, (ii) undertaking a credit check and (iii) identifying the need for academic advising. **It is not intended as the official confirmation of a student's eligibility to graduate.** The programme requirements outlined below are applicable ONLY for the following major and year of admission/readmission/transfer/change of major.

This Checklist must be used as a supplement to the Undergraduate Handbook. In cases where the programme requirements in the Checklist differ from those outlined in the Handbook, the Handbook will take precedence.

BSc Marketing (Mona) 2024-2025

Pass Exemption In Progress

LEVEL I – Minimum 30 credits

1. ECON1000: Principles of Economics I
2. ECON1005: Introduction to Statistics
3. MGMT1002: Communication Skills for Managers
4. ACCT1005: Introduction to Financial Accounting
5. Foreign Language Course^c
6. FOUN1013: Critical Reading & Writing for SocSci **or** FOUN1019: Critical Reading & Writing in the Dis.^b
7. FOUN1101: Caribbean Civilization **or** FOUN1201: Science, Medicine and Technology in Society^d
8. Level I Free Elective
9. Level I Free Elective
10. Level I Free Elective

LEVELS II & 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. MKTG3017: Digital Marketing and Data Analytics Fundamentals
20. One Elective from MGMT3012, MGMT3031, MGMT3230, PSYC Level II/III
21. Level II/III Free Elective
22. Level II/III Free Elective
23. Level II/III Free Elective
24. Level II/III Free Elective
25. Level II/III Free Elective
26. Level II/III Free Elective
27. Level II/III Free Elective
28. Level II/III Free Elective
29. Level II/III Free Elective
30. Level II/III Free Elective

Levels II & III Summary

Credits completed
Credits in progress
Credits outstanding
Degree GPA

Programme Notes:

- a) Students are urged to check the current handbook for additional programme requirements and departmental guidelines.
- b) FOUN1013 or FOUN1019 must be completed in the first year of entry.
- c) Students who are exempt from taking the Foreign Language course must substitute it with a level 1 free elective.
- d) Students have the option to take both FOUN1101 and FOUN1201 to meet their Level free elective requirements
- e) Students are urged to read Part III of the current Undergraduate Handbook for details on the Foreign Language Policy and Requirements.
- f) Students pursuing a Marketing major are encouraged to choose PSYC courses as free electives.