



## DEGREE PLANNING CHECKLIST

The degree planning checklist is a resource designed to assist FSS students in (i) tracking their rate of progress and programme requirements, (ii) undertaking a credit check, and (iii) seeking timely academic advising from their Department/School. **It is not intended as the official confirmation of a student's eligibility to graduate.** Students must obtain a GPA of 2.0 or higher in addition to at least 90 credits to be deemed eligible for graduation. The programme requirements below are applicable **ONLY** for the following major and year of admission/readmission/transfer/change of major.

### BSc Marketing (Mona) 2023-2024

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<sup>c</sup>
6. FOUN1013: Critical Reading & Writing for SocSci **or** FOUN1019: Critical Reading & Writing in the Dis.<sup>b</sup>
7. FOUN1101: Caribbean Civilization **or** FOUN1201: Science, Medicine and Technology in Society<sup>d</sup>
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 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.