

Year one	1st Semester	Code	Title	Pre-Req.	CR	Lec	P	2nd Semester	Code	Title	Pre-Req.	CR	Lec	P		
		ENGL118	English for Effective Communication	None	3	2	2		ENGL120	Advanced English Skills	ENGL119	3	2	2		
		ENGL119	English for Technical Reporting	None	3	2	2		HST201	History and Culture of Bahrain	None	2	2	0		
		BUSS131	Digital Skills in Business	None	2	1	2		COMM131	Basics of Graphic Design	None	3	2	2		
		BUSS117	Introduction to Business	None	2	2	0		COMM112	Communication Models and Theories	None	3	2	2		
		ARB103	Arabic Language	None	3	2	2		LAW453	Human Rights	None	2	2	0		
		SOCO142	Social Psychology	None	3	3	0		BUSS143	Principles of Management	BUSS117	2	2	0		
		Total				16	12		8	Total				15	12	6
										SPAC141	Sport and Activities	None	2	1	2	
Year Two	3rd Semester	Code	Title	Pre-Req.	CR	Lec	P	4th Semester	Code	Title	Pre-Req.	CR	Lec	P		
		MKT1001	Foundations of Marketing	none	5	5	0		MKT1047	Professional Skills for Marketing Practice	MKT1001	5	3	4		
		MKT1002	Introduction to Marketing Communications	none	5	5	0		MKT1029	Digital Marketing Essentials	none	5	4	2		
		MKT1018	Foundations of Advertising Media	none	5	4	2		MKT1030	Understanding Consumers	none	5	5	0		
		Total				15	14		2	Total				15	12	6
									S.S	MKT1241	Internship I	Achieving 40% Cr.Hr	1	100 working hours in a workplace		
										SUS301	Sustainability	ENGL120	2	2	0	
	Year Three	5th Semester	Code	Title	Pre-Req.	CR	Lec	P	6th Semester	Code	Title	Pre-Req.	CR	Lec	P	
			MKT2009	E-Marketing	none	5	3	4		MKT2020	Professional Practice for the Creative Industries	none	5	3	4	
MKT2011			Integrated Marketing Communications	MKT1001	5	3	4	MKT2059		Marketing Research and Insight	None	5	4	2		
MKT2050			Managing the Communications Process	MKT1002	5	3	4			Designate course		5	3	4		
Total				15	9	12	Total				15	10	10			
								S.S	MKT1341	Internship II	Achieving 70% Cr.Hr	2	200 working hours in a workplace			
									ADM301	Innovation and Entrepreneurship	ENGL120	2	2	0		
Year Four		7th Semester	Code	Title	Pre-Req.	CR	Lec	P	8th Semester	Code	Title	Pre-Req.	CR	Lec	P	
			MKT3037	Issues in Advertising Practice	none	5	3	4			Designate course		5	3	4	
			Designate course		5	3	4	MKT3036		Advertising Consultancy Project	MKT2020	10	0	20		
			Designate course		5	3	4									
	Total				15	9	12	Total				15	3	24		
				Total	Cr.H.	Lec.	P.H									
				130	86	82										