

Diploma of Marketing (0-2)

	Course Code	Course Name	Pre-R	Co-R	Credit Hours	Contact Hours	Course Type
Semester 1	BMIS110	Business Computer Applications	N/A	N/A	3	3	CM
	BMGT110	Management Principles	N/A	N/A	3	3	CM
	BACC110	Financial Accounting	N/A	N/A	3	3	CM
	EGNL111	English for Business	N/A	N/A	3	3	UM
	MATH140	Business Mathematics	N/A	N/A	3	3	CM
Semester Total					15	15	

Semester 2	BECO191	Principles of Microeconomics	MATH140	N/A	3	3	CM
	BDMC191	Business Communications	EGNL111	N/A	3	3	CM
	BMKT110	Marketing Principles	N/A	EGNL111	3	3	CM
	BFIN110	Financial Management	MATH140	N/A	3	3	CM
		University Elective	N/A	N/A	3	3	UEL
Semester Total					15	15	

Semester 3	BECO292	Principles of Macroeconomics	BECO191	N/A	3	3	CM
	STAT201	Statistics for Business	MATH140	N/A	3	3	CM
	BDMC210	Fundamentals of Digital Marketing	BMKT110	N/A	3	3	DM
	BDMC292	Content Marketing	BMKT110	N/A	3	3	DM
		University Elective	N/A	N/A	3	3	UEL
Semester Total					15	15	

Semester 4	BDMC211	Digital Advertising & Branding	BDMC210	N/A	3	3	DM
	BMKT212	Consumer Behavior	BMKT110	N/A	3	3	DM
	BMKT270	Business Research	STAT201	N/A	3	3	CM
	BMKT292	Business Internship	N/A	BMKT270	3	0	CM
	BMIS211	Management Information System	BMIS110, BMGT110	N/A	3	3	CM
Semester Total					15	12	
Program Total					60	57	

University Elective Courses

The Diploma of Marketing students select only two of these courses.

Course Code	Course Name	Credit Hours	Contact Hours	Available for the Program
AHUM100	Arabic Language	3	3	Yes
AHUM101	Science and Society	3	3	Yes
AHUM102	Arab Gulf Society	3	3	Yes
AHUM103	History of Kuwait	3	3	Yes
AHUM104	Human and Environment	3	3	Yes
AHUM105	Introduction to Psychology	3	3	Yes
AHUM106	Philosophy	3	3	Yes
AHUM110	Music	3	3	Yes
AHUM111	Theatre Art	3	3	Yes
AVIA101	General Principle of Human Factor	3	3	Yes
AVIA130	Basic Aerodynamics	3	3	Yes
BMKT120	Branding	3	3	Yes
BMKT121	Advertising	3	3	Yes
BMKT150	Marketing and Technology	3	3	Yes
BMKT160	Sales Strategies	3	3	Yes
ARCH100	Graphic Design	3	3	Yes
ARCH101	Interior Design	3	3	Yes
UNIV110	Entrepreneurship I	3	3	Yes
BACC110	Financial Accounting	3	3	Yes
AHUM303	Social Organization	3	3	Yes
AHUM304	Social and Cultural Change	3	3	Yes
AVIA320	Leadership in Organization	3	3	Yes
AVIA332	Non-Destructive Testing Techniques (NDT)	3	3	Yes
AIEN120	Computer Programming	3	3	Yes
ENGL300	Advanced English	3	3	Yes
BMGT110	Management Principles	3	3	No
BMIS110	Business Computer Applications	3	3	No
BMGT350	Business Law	3	3	Yes
BMGT351	International Law	3	3	Yes
MATH300	Numbers History and Game Theory	3	3	Yes
STAT200	Probability and Statistics	3	3	Yes
UNIV310	Entrepreneurship and Enterprise	3	3	Yes