

# Course Outline

## Associate of Science in Marketing

### The Program Structure:

Course Code	AS: <b>First</b> Semester Courses	Credit
MKT 101	Communication Skills	2
MKT 102	Principle of Selling	3
MKT 103	Principle of Purchasing	3
MKT 104	Government-Business Relations	2
MKT 105	Accounting for Managers	5
MKT 106	Introduction to Economics	5
<b>TOTAL CREDITS</b>		<b>20</b>
Course Code	AS: <b>Second</b> Semester Courses	Credit
MKT 111	Problem Analysis & Statistics	2
MKT 112	Introduction to Management	3
MKT 113	Introduction to Marketing	3
MKT 114	Information & Communication Technology	2
MKT 115	Entrepreneurship	5
MKT 116	Introduction to Psychology	5
<b>TOTAL CREDITS</b>		<b>20</b>
Course Code	AS: <b>Third</b> Semester Courses	Credit
MKT 201	Principle of Management	2
MKT 202	Business Law	3
MKT 203	Consumer Behavior	3
MKT 204	Marketing Environment	2
MKT 205	Cost Accounting	5
MKT 206	Sales & Distribution Management	5
<b>TOTAL CREDITS</b>		<b>20</b>
Course Code	AS: <b>Fourth</b> Semester Courses	Credit
MKT 211	Introduction to Business Law	2
MKT 212	Marketing Management & Planning	3
MKT 213	Marketing Research Methods	3
MKT 214	Retail and Wholesale Management	2
MKT 215	Managerial Economics	5
MKT 216	Business Finance	5
<b>TOTAL CREDITS</b>		<b>20</b>

Application processing, admissions and registrations for the new Academic Session are currently in progress.



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