

**BACHELOR OF BUSINESS: [MARKETING]**

Level	Credits	Sem	Marketing Studies	Business & Management Studies	Religious & Philosophical Studies	Complementary Studies
<b>7</b>	<b>360</b>	<b>6</b>	<b>150 credits (42%)</b>	<b>120 credits (33%)</b>	<b>45 credits (13%)</b>	<b>45 credits (13%)</b>
5	60	1		<b>BMBS 101</b> Business Statistics		<b>BMCS 101</b> Academic Research & Writing
				<b>BMBS 102</b> Introduction to Management		<b>BMCS 102</b> Computer Fundamentals
	60	2	<b>BMMS 101</b> Introduction to Marketing	<b>BMBS 103</b> Business Communication	<b>BMRS 101</b> Essentials of Christian Faith	
				<b>BMBS 104</b> Economics		
6	60	1	<b>BMMS 201</b> Buyer Behaviour	<b>BMBS 201</b> Small Business & Entrepreneurship		
			<b>BMMS 202</b> Strategic Marketing			
			<b>BMMS 203</b> Marketing Research			
	<b>BMPR 201 International Marketing Practicum</b>					
	60	2	<b>BMMS 204</b> Service Marketing	<b>BMBS 203</b> Commercial Law	<b>BMRS 201</b> Life and Teaching of Jesus	<b>BMCS201</b> Health & Lifestyle
7	60	1	<b>BMMS 301</b> Brand Communication and marketing			
			<b>BMMS 302</b> Digital Marketing & Management			
			<b>BMMS 303</b> International Marketing & Management			
			<b>BMMS 304</b> Tourism Marketing & Management			
	60	2	<b>BMMS 305</b> Event Marketing & Management	<b>BMBS 301</b> HR & Management	<b>BMRS 301</b> Applied Christian Ethics	
			<b>BMMS 306</b> Agri-Aqua Marketing			