

**Inter American University of Puerto Rico
Metropolitan Campus
Faculty of Economics and Administrative Sciences
School of Management**

Bachelor of Business Administration with a Major in Marketing (149)

REV. GENERAL CATALOG 2015- AUGUST 2018

Tel. 250 - 1912 x. 2311, 2384, 2043, 2320

<http://metro.inter.edu/>

Name: _____

Student Number: _____

| | |
|--------------------------------------|------------|
| General Education Requirements | 48 |
| Core Course Requirements | 41 |
| Major Requirements | 21 |
| Prescribed Distributive Requirements | 9 |
| Elective Courses | 3 |
| Total | 122 |

| | |
|---|-----------------------------------|
| In the English curriculum the student will follow the sequences according to the College Board: | |
| Elementary | (450 or less) GEEN 1101,1102,1103 |
| Intermediate | (451 – 599) GEEN 1201,1202,1203 |
| Advanced | (600 or more) GEEN 2311,2312,2313 |

**SUMMER JUNE OR JULY
INTENSIVE**

| Code | Title | Cr. | Req. | Grade |
|-----------|---------------------------------------|-----|------|-------|
| GEIC 1010 | Information and Computer Technologies | 3 | | |

FIRST YEAR

| FIRST TRIMESTER | | | | |
|------------------------------------|--|-----------|-----------------------|-------|
| Code | Title | Cr. | Req. | Grade |
| GESP 1021 | Basic Skills in Spanish | 3 | | |
| GEEN 1201-2311 | Basic Skills in English | 3 | | |
| GEMA 1200 | Fundamentals of Algebra | 3 | | |
| BADM 1900 (before BADM 2250) | Fundamentals of Management | 3 | | |
| Total | | 12 | | |
| SECOND TRIMESTER | | | | |
| Code | Title | Cr. | Req. | Grade |
| GESP 1022 | Basic Skills in Spanish | 3 | GESP 1101or 1021 | |
| GEEN 1202-2312 | Basic Skills in English | 3 | GEEN 1101, 1201, 2311 | |
| GEHP 3000 | Comprehensive Health and Quality of Life | 3 | | |
| MKTG 1210 | Introduction to Marketing | 3 | | |
| Total | | 12 | | |

| THIRD TRIMESTER | | | | |
|------------------|--------------------------------------|-----------|-----------------------|-------|
| Code | Title | Cr. | Req. | Grade |
| GESP 2023 | Basic Skills in Spanish | 3 | GESP 1102 or 1022 | |
| GEEN 1203 - 2313 | Basic Skills in English | 3 | GEEN 1102, 1202, 2312 | |
| GECF 1010 | Introduction to the Christian Faith | 3 | | |
| ACCT 1161 | Introduction to Financial Accounting | 4 | | |
| Total | | 13 | | |

SECOND YEAR

| FIRST TRIMESTER | | | | |
|------------------------|--|-----------|-----------|-------|
| Code | Title | Cr. | Req. | Grade |
| MKTG 2220 | Strategic Marketing Management | 3 | MKTG 1210 | |
| GEST 2020 GEST 3030 | The Natural Environment and the Human Being Technology and Environment (choose one course) | 3 | | |
| MAEC 2211 | Principles of Economics (Micro) | 3 | GEMA 1200 | |
| ACCT 1162 | Introduction to Managerial Accounting | 4 | ACCT 1161 | |
| Total | | 13 | | |

| SECOND TRIMESTER | | | | |
|-------------------------------------|---|-----------|-----------|-------|
| Code | Title | Cr. | Req. | Grade |
| MAEC 2140 | Fundamentals of Quantitative Methods | 3 | GEMA 1200 | |
| GEPE 3010 GEPE 3020 GEPE 3030 | Art Appreciation Music Appreciation Theater Appreciation (choose one course) | 3 | | |
| MAEC 2212 | Principles of Economics (Macro) | 3 | MAEC 2211 | |
| GEHS 2010 | Historical Process of the Contemporary Puerto Rico | 3 | | |
| Total | | 12 | | |

THIRD YEAR

| THIRD TRIMESTER | | | | |
|--|--|-----------|------------------------|-------|
| Code | Title | Cr. | Req. | Grade |
| MAEC 2221 | Basic Statistics | 3 | GEMA 1200 | |
| GEHS 3020 GEHS 3050 GEHS 4020 GEHS 4030 | Global Society Human Training, Society and Culture Ancient and Medieval Western Civilization Contemporary Western Civilization (choose one course) | 3 | | |
| MKTG 2223 | Consumer Behavior | 3 | MKTG 1210 | |
| BADM 3900 | Business Information Systems | 3 | GEIC 1010 BADM 1900 | |
| Total | | 12 | | |

| FIRST TRIMESTER | | | | |
|-----------------|------------------------------------|-----------|------------------------|-------|
| Code | Title | Cr. | Req. | Grade |
| FINA 2101 | Corporate Finance I | 3 | GEMA 1200 ACCT 1161 | |
| MAEC 2222 | Managerial Statistic | 3 | MAEC 2140, 2221 | |
| MKTG 3230 | Integrated Marketing Communication | 3 | MKTG 2223 | |
| GEEC 2000 | Entrepreneurial Culture | 3 | | |
| Total | | 12 | | |

| SECOND TRIMESTER | | | | |
|------------------|----------------------------------|-----------|------------------------------|-------|
| Code | Title | Cr. | Req. | Grade |
| GEPE 4040 | Ethics and Social Responsibility | 3 | | |
| MKTG 4243 | Marketing Research | 3 | MKTG 220, MAEC 2221 | |
| BADM 4300 | Managerial Economics | 3 | ACCT 1161 MAEC 2212, 2221 | |
| MKTG 4240 | Contemporary Strategic Marketing | 3 | MKTG 2220, 3230 | |
| Total | | 12 | | |

| THIRD TRIMESTER | | | | |
|------------------------|---|-----------|-------------------------------------|-------|
| Code | Title | Cr. | Req. | Grade |
| OMSY 3030 OMSY 3040 | Bus. Communication Workshop Spanish Bus. Communication Workshop English (choose one course) | 3 | GESP 1102 GEEN 1102 GEIC 1010 | |
| | Prescribed Distributive Course* | 3 | | |
| MKTG 4244 | International Marketing | 3 | MKTG 2220 | |
| MKTG 4245 | Marketing and Electronic Business | 3 | GEIC 1010 MKTG 2220 | |
| Total | | 12 | | |

FOURTH YEAR

| FIRST TRIMESTER | | | | |
|-----------------|---------------------------------|----------|------|-------|
| Code | Title | Cr. | Req. | Grade |
| MKTG | Prescribed Distributive Course* | 3 | | |
| MKTG | Prescribed Distributive Course* | 3 | | |
| MKTG | Free Elective | 3 | | |
| Total | | 9 | | |

***Courses in Marketing from the 3000 or 4000 levels**

MKTG 3233 Public Relations in Organization (Req: MKTG3230)
 MKTG 3234 Personal Sales (Req: MKTG3230)
 MKTG 3235 Sales Management (Req: MKTG 1210)
 MKTG 3236 Retail Selling (Req: MKTG 3230)
 MKTG 3237 Service Marketing (Req: MKTG 2220)
 MKTG 3238 Principles of Publicity (Req: MKTG 2220 and 3230)
 MKTG 3239 Social Marketing (Req: MKTG 2220)
 MKTG 3240 Ethics in Marketing (Req: MKTG 1210)
 MKTG 3241 Graphic Art in Marketing
 MKTG 3242 Direct Response Marketing (Req: MKTG 2220, 2223 and 3230)
 MKTG 3243 Distribution Channels (Req: MKTG 2220)
 MKTG 4246 Product Management (Req: MKTG 2220)
 MKTG 4910 Internship (Req: MKTG 4240 and 4243)
 MKTG 4973 Marketing Seminar

Rev. 08/2015; 07/2017;08/2018