

**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 2011-2013

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

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

Name: _____

Student Number: _____

General Education Requirements	48	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
Core Course Requirements	41	
Major Requirements	21	
Prescribed Distributive Requirements	9	
Elective Courses	<u>3</u>	
Total	122	

**SUMMER JUNE OR JULY
INTENSIVE**

Code	Title	Cr.	Req.	Grade
GEIC 1010	Information and Computer Literacy	3		

FIRST YEAR

FIRST TRIMESTER				
Code	Title	Cr.	Req.	Grade
GESP 1021	Basic Skills in Spanish	3		
GEEN 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 1101 or 1021	
GEEN 2312	Basic Skills in English	3	GEEN 1101, 1201, 2311	
GEHP 3000	Well Being 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 2313	Basic Skills in English	3	GEEN 1102, 1202, 2312	
GECF 1010	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	Science, Technology, and Environment The Physical World and the Individual (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 2020 GEPE 3010 GEPE 3020	Humanistic Studies Art Appreciation Music Appreciation (choose one course)	3		
MAEC 2212	Principles of Economics (Macro)	3	MAEC 2211	
GEHS 2010	Historical Process of Puerto Rico	3		
Total		12		

THIRD YEAR

THIRD TRIMESTER				
Code	Title	Cr.	Req.	Grade
MAEC 2221	Basic Statistics	3	GEMA 1200	
GEHS 2020 GEHS 3020 GEHS 3030 GEHS 3040 GEHS 4020 GEHS 4030	Global Vision of Economy Global Society Human Formation and Contemp. Society The Individual, 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 2100	Managerial Finance	3	ACCT 1161	
MAEC 2222	Managerial Statistic	3	MAEC 2140, 2221	
MKTG 3230	Intregated Marketing Communication	3	MKTG 2223	
GEHS 2020 GEHS 3020 GEHS 3030 GEHS 3040 GEHS 4020 GEHS 4030	Global Vision of Economy Global Society Human Formation and Contemp. Society The Individual, Society, and Culture Ancient and Medieval Western Civilization Contemporary Western Civilization (choose one course)	3		
Total		12		

SECOND TRIMESTER				
Code	Title	Cr.	Req.	Grade
GEPE 4040	Ethical Dimension of Contemporary Matters	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 1000	
	Free Elective	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	Prescribed Distributive Course*	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