

 THE AMERICAN  
UNIVERSITY IN CAIRO

**100** YEARS | SCHOOL OF  
BUSINESS

# MARKETING

## UNDERGRADUATE STUDIES



2020 - 2021



## **WHY MARKETING?**

Marketing is a vital function of business operations, which impacts the success or failure of any business. Marketing examines consumer perceptions, wants and needs and develops strategies that adapt to a society's evolving trends. Marketing is the foundation that enables businesses to make smart and insightful decisions that empower them to grow.

Today, marketing skills are a must-have to navigate our fast-paced era, one that depends on human interaction as an essential function of business. These indispensable skills include learning about consumer insights, the ability to influence purchase decisions, data interpretation, human interaction, understanding the business-consumer relationship from both perspectives and much more. Students pursuing a Bachelor of Business in Marketing (BBM) are equipped to act as well-rounded, critical thinkers, presenting impeccable skills that make them savvy professionals

## **A UNIQUE LEARNING EXPERIENCE**

Students of the BBM program participate in a multidisciplinary learning experience that takes several perspectives into account, including psychology, information systems and data analytics. The BBM's curriculum accommodates changing industry requirements and provides students with a more in-depth knowledge of the latest market trends. The coursework covers timely topics that influence business performance and marketing's role in shaping relevant decisions, such as brand management, product innovation, advertising and communication and exploring buying behaviors.

## CAREERS

Marketing graduates have various career opportunities at their fingertips. A BBM prepares graduates not only for a career in a traditional business setting but for any industry that requires transforming analytics into strategy. A wide variety of professions utilize a marketing education, including, but not limited to, careers in business intelligence, analytics, management, marketing communications, advertising and public relations.



AUC School of Business is one of only 70 business schools worldwide, out of nearly 14,000, as well as the first in the Middle East and third in Africa, to achieve triple-crown accreditation from the European Quality Improvement System (EQUIS), the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB).



## REQUIREMENTS

The number of students accepted into the BBM program is limited and is filled through the declaration of major process. Students who seek to be admitted into the program should apply in their third semester and must have completed no fewer than 27 credit hours of study, including the four courses listed below in item 1. Based on the available space, a limited number of students who have successfully completed these courses and who meet the declaration requirements as determined by the department will be accepted into the major. The selection of students into the BBM major is competitive and will depend on the calculation of an equally weighted score between the overall GPA and the major GPA.

### **Required courses to be completed to declare marketing as a major:**

- ACCT 201/2001 - Financial Accounting (3 cr.)
- ECON 201/2021 - Introduction to Macroeconomics (3 cr.) or  
ECON 202/2011 - Introduction to Microeconomics (3 cr.)
- MACT 210/2222 - Statistics for Business (3 cr.)
- BADM 203/2001 - Introduction to Business (3 cr.)

### **Calculation of the weighted grade point average:**

#### **I. Overall GPA**

The overall GPA will be calculated using the following criteria:  
A minimum of 27 credit hours must be completed.

All courses that a student has completed will be included in the calculation, excluding, in certain cases, the course with the lowest grade\*.

*\* A student could be eligible to have his/her lowest grade excluded from the calculation of the overall GPA if he/she has completed 30 or more credit hours.*

#### **II. Major GPA**

The major GPA will be calculated using the following criteria:  
A minimum of 12 credit hours of courses related to the business major must be completed.

All business major courses, including collateral courses, that the student has completed will be included in the calculation, excluding, in certain cases, the course with the lowest grade\*.

*\* A student could be eligible to have his/her lowest grade excluded from calculating the major-related GPA if he/she has completed 15 or more credit hours.*

# **Bachelor of Business in Marketing (127 credits)**

## **Core Curriculum (37 credit hours)**

The remaining 3 credit hours required to satisfy the Core Curriculum are fulfilled by completing the course BADM 480/4001 - Business Planning and Strategy (3 cr.)

## **Collateral Requirements (18 credits)**

- ACCT 201/2001 - Financial Accounting (3 cr.)
- ACCT 202/2002 - Managerial Accounting (3 cr.)
- ECON 201/2021 - Introduction to Macroeconomics (3 cr.)
- ECON 202/2011 - Introduction to Microeconomics (3 cr.)
- MACT 210/2222 - Statistics for Business (3 cr.)
- RHET 320/3210 - Business Communication (3 cr.)

## **Business Core Requirements (39 credits)**

- BADM 203/2001 - Introduction to Business (3 cr.)
- BADM 300/3003 - Business Environment and Ethics (3 cr.)
- BADM 480/4001 - Business Planning and Strategy (3 cr.) \*
- BADM 000/4999 - Internship and Assessment (0 cr.)
- ENTR 413/4102 - Entrepreneurship and Innovation (3 cr.)
- FINC 303/2101 - Business Finance I (3 cr.)
- MGMT 311/3301 - Business Law (Commercial & Fiscal) (3 cr.)
- MOIS 305/2101 - Introduction to Information Systems/  
Technology (3 cr.)
- MOIS 406/3201 - Management Information Systems and  
Database Management (3 cr.)
- OPMG 310/3201 - Operations for Competitive Advantage (3  
cr.)
- OPMG 401/4301 - Supply Chain Management (3 cr.)
- MKTG 302/2101 - Principles of Marketing (3 cr.)
- MKTG 405/3201 - Marketing Research (3 cr.)
- BADM 000/4900 - Graduation Project (3 cr.)

\* Business Planning and Strategy is the capstone course for this major.





## **Marketing Major Requirements (15 credits)**

- MKTG 410/3202 - Consumer-Buyer Behavior (3 cr.)
- MKTG 408/3301 - Marketing Communications Management (3 cr.)
- MKTG 412/4601 - International Marketing (3 cr.)
- MKTG 416/4302 - E-Marketing (3 cr.)
- MKTG 480/4602 - Marketing Strategy (3 cr.)

## **Marketing Major Electives (12 credits)**

Choose four out of the following marketing elective courses:

- MKTG 411/4401 - Professional Selling (3 cr.)
- MKTG 414/4501 - Services Marketing (3 cr.)
- MKTG 418/4303 - Principles of Public Relations (3 cr.)
- MKTG 420/4203 - Advanced Marketing Research (3 cr.)
- MKTG 470/4970 - Special Topics in Marketing (3 cr.) \*
- PSYC 301/3010 - Social Psychology (3 cr.)
- PSYC 313/3130 - Learning and Behavioral Psychology (3 cr.)
- PSYC 327/3270 - Theories of Personality (3 cr.)
- MOIS 433/3701 - Marketing Information Systems (3 cr.)
- MOIS 477/4704 - Big Data and Predictive Analysis (3 cr.)

\*Different topics can be counted as different electives.

## **General Electives (6 credits)**

### **CO-OP (3 credits)**

Students majoring within the School of Business who meet other relevant criteria are eligible to apply for the optional BUSC 000/4000 - Experiential Learning: CO-OP (3 cr.) as part of their general electives. Selection is highly competitive, subject to limited capacity and based on criteria set by the School of Business. Students enrolled in BUSC 4000 are not permitted to enroll in any other course concurrently.

# STATISTICS

# 12,432



Alumni of AUC School of Business  
Undergraduate and Graduate Programs  
\*total number excluding double counts

Alumni of AUC School of Business  
Undergraduate Programs

# 9,903

accounting **981**

business administration **4,284**

management of information and communication technology **70**

economics **4,568**

Alumni of AUC School of Business  
Graduate Programs

# 2,529

MA in economics **463**

MSc in management **370**  
\*discontinued

EMBA **62** MBA **1,421**


MSc in finance **39** MA in economics in international development **174**

# 543

Alumni Employed in  
Fortune 500 Companies



\*Data as of census date November 2019

The image features a large, stylized logo for AUC Business School. The logo is composed of a repeating pattern of interconnected, three-dimensional cubes or hexagons, creating a complex, geometric mesh. The color of the logo is a deep red or maroon. The background is split into two main sections: a solid blue upper section and a lower section with a white background and a faint, blurred image of a person's face. The text is centered in the lower section.

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