



Inter American University of Puerto Rico
Aguadilla Campus
Business Administration Department

Sequential for the Bachelor of Business Administration Degree in Marketing

Students admitted, readmitted or with a change of concentration as of January 2021

Effective: January 2021

FIRST YEAR – FIRST SEMESTER

CODE	COURSE	CREDITS
GECF 1010	Introduction to the Christian Faith	3
GEEN 1101	English I (One of them according to the College Board results)	3
GEEN 1201		
GEEN 2311		
GESP 1101	Literature and Communication: Narrative and Poetry	3
GEMA 1200	Fundamentals of Algebra	3
GEIC 1010	Information and Computing Technologies	3
TOTAL		15

FIRST YEAR – SECOND SEMESTER

CODE	COURSE	CREDITS
MKTG 1210	Introduction to Marketing	3
GEEN 1102	English II (One of them according to the results of the College Board) (Requirement: English I)	3
GEEN 1202		
GEEN 2312		
GESP 1102	Literature and Communication: Essay and Theatre (Requirement: GESP 1101)	3
BADM 1900	Fundamentals of Business Management	3
MAEC 2140	Fundamentals of Quantitative Methods (Requirement: GEMA 1200)	3
GEEC 2000	Entrepreneurial Culture	3
TOTAL		18

SECOND YEAR – FIRST SEMESTER

CODE	COURSE	CREDITS
MKTG 2220	Marketing Management (Requirement: MKTG 1210)	3
ACCT 1161	Introduction to Financial Accounting (Requirement: ACCT 1161)	4
GEEN 1103 GEEN 1203 GEEN 2313	English III (One of them according to the results of the College Board) (Requirement: English II)	3
GESP 2203	Literature and World View (Requirement: GESP 1102)	3
GEHS 2010	Historical Process of Contemporary Puerto Rico	3
TOTAL		16

SECOND YEAR – SECOND SEMESTER

CODE	COURSE	CREDITS
MKTG 2223	Consumer Behavior (Requirement: MKTG 1210)	3
GEST 2020	The Natural Environment and the Human Being	3
GEST 2030	Technology and Environment (Select one of the two courses)	3
GEPE 3010	Art Appreciation	3
GEPE 3020	Music Appreciation	3
GEPE 3030	Theatre Appreciation (Select one of three courses)	3
GEHS 3020	Global Society	3
GEHS 3050	Human Formation, Society and Culture	3
GEHS 4020	Ancient and Medieval Western Civilization	3
GEHS 4030	Modern and Contemporary Western Civilization (Select one of four courses)	3
ACCT 1162	Introduction to Managerial Accounting (Requirement: ACCT 1161)	4
TOTAL		16

THIRD YEAR – FIRST SEMESTER

CODE	COURSE	CREDITS
MKTG 3230	Integrated Marketing Communication (Requirement: MKTG 2223)	3
MKTG 3234	Personal Sales	3
MKTG 3235	Sales Management	3
MKTG 3236	Retail Selling (Select one of the three courses)	3
MAEC 2211	Principles of Microeconomics (Requirement: GEMA 1200)	3
MAEC 2221	Basic Statistics (Requirement: GEMA 1200)	3
OMSY 3030	Business Communication in Spanish (Requirements: GESP 1102 and OMSY 1101 or GEIC 1010)	3
OMSY 3040	Business Communication in English (Requirements: GEEN 1101 and OMSY 1101 or GEIC 1010) (Select one of the two courses)	3
TOTAL		15

THIRD YEAR – SECOND SEMESTER

CODE	COURSE	CREDITS
MKTG 3237	Service Marketing	3
MKTG 3239	Social Marketing	
MKTG 3240	Ethics in Marketing	
ELECTIVE COURSE		3
MAEC 2212	Principles of Macroeconomics (Requirement: MAEC 2211)	3
MAEC 2222	Managerial Statistics (Requirements: MAEC 2221 and MAEC 2140)	3
GEHP 3000	Integral Health and Quality of Life	3
TOTAL		15

FOURTH YEAR – FIRST SEMESTER

CODE	COURSE	CREDITS
MKTG 4240	Strategic Marketing (Requirements: MKTG 2220 and MKTG 3230)	3
MKTG 4243	Marketing Research (Requirements: MKTG 2220 and MAEC 2221)	3
BADM 3900	Information Systems in Organizations (Requirements: BADM 1900 and GEIC 1010)	3
FINA 2101	Corporate Finance I (Requirements: ACCT 1161 and GEMA 1200)	3
TOTAL		12

FOURTH YEAR – SECOND SEMESTER

CODE	COURSE	CREDITS
MKTG 4244	Global Marketing (Requirement: MKTG 2220)	3
MKTG 4245	Digital Marketing (Requirement: MKTG 4240)	3
BADM 4300	Managerial Economics (Requirements: MAEC 2212 and MAEC 2222)	3
GEPE 4040	Ethics and Social Responsibility	3
MKTG 4973	Integrated Seminar in Marketing (Requirement: Have passed a minimum of 21 credits of concentration)	3
TOTAL		15

DEGREE REQUIREMENTS	CREDITS
General Education Requirements	48
Concentration Requirements	24
Prescribed Distributive Requirements	6
Core Requirements	41
Elective Courses	3
TOTAL	122

Concentration Requirements – 24 credits (pass with a minimum grade of C)

MKTG 2220 Marketing Management
MKTG 2223 Consumer Behavior
MKTG 3230 Integrated Marketing Communication
MKTG 4240 Strategic Marketing
MKTG 4243 Marketing Research
MKTG 4244 Global Marketing
MKTG 4245 Digital Marketing
MKTG 4973 Integrated Seminar in Marketing

Core Requirements – 41 credits (pass with a minimum grade of C)

ACCT 1161 Introduction to Financial Accounting
ACCT 1162 Introduction to Managerial Accounting
BADM 1900 Fundamentals of Business Management
BADM 3900 Information Systems in Organizations
BADM 4300 Managerial Economics
FINA 2101 Corporate Finance
MAEC 2140 Fundamentals of Quantitative Methods
MAEC 2211 Principles of Microeconomics
MAEC 2212 Principles of Macroeconomics
MAEC 2221 Basic Statistics
MAEC 2222 Managerial Statistics
MKTG 1210 Introduction to Marketing
OMSY 3030 Business Communication in Spanish or
OMSY 3040 Business Communication in English

Prescribed Distributive Requirements – 6 credits (select two of the following courses)

MKTG 3234 Personal Sales
MKTG 3235 Sales Management
MKTG 3236 Retail Selling
MKTG 3237 Service Marketing
MKTG 3239 Social Marketing
MKTG 3240 Ethics in Marketing

Elective Courses – 3 credits (check with your academic advisor)

The student may select courses from any program of study but must meet the requirements of the selected course or take courses without prerequisites.

Note: All students must comply with all the requirements in the General Catalog available on the website aguadilla.inter.edu. The official evaluation of the student is conducted by the Registrar's Office after the graduation fee has been paid. Students of the Department of Economic and Administrative Sciences must pass the concentration courses with a minimum grade of "C".