UNIVERSITY OF THE COMMONWEALTH CARIBBEAN
School of Business and Management
Programme Structure – **Bachelor of Science in Marketing**
Major in DIGITAL MARKETING & ADVERTISING MANAGEMENT (Fall 2017)
(in conjunction with iCreate Institute, <mark>Effective Spring 2022</mark>)

REQUIREMENTS	COMPULSORY CREDIT HOURS	ELECTIVE CREDIT HOURS	TOTAL CREDIT HOURS
General Education Modules	37		37
Core Modules	33		33
Specialized Modules	42		42
Elective Modules		12	12
Total	**112**	**12**	**124**

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
Non-credit modules: (for matriculation)			
ACT001	Fundamentals of Accounting	None	0
ENG002	English for Academic Purposes	None	0
MTH002	Core Mathematics	None	0

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
GENERAL EDUCATION:			
SOC100	Introduction to Sociology	None	3
PSY100	Introduction to Psychology	None	3
ENG102	Introduction to Literature	ENG109 Academic Writing I	3
ITT101	Computer Information Systems	None	3

UNIVERSITY OF THE COMMONWEALTH CARIBBEAN
School of Business and Management
Programme Structure – **Bachelor of Science in Marketing**
Major in DIGITAL MARKETING & ADVERTISING MANAGEMENT (Fall 2017)
(in conjunction with iCreate Institute, <mark>Effective Spring 2022</mark>)

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
GENERAL EDUCATION: (Cont'd)			
POL100	Introduction to Politics	ENG109 Academic Writing I	3
ENG109	Academic Writing I	ENG002 English for Academic Purposes or CSEC English (Grade 1 or 2)	3
ENG110	Academic Writing II	ENG109 Academic Writing I	3
ENG111	Public Speaking	ENG109 Academic Writing I	3
SPA101	Introduction to Spanish	None	3
ENG104	Business Communication	None	3
ETH201	Ethics	None	3
RSH405	Introduction to Research	Students are required to complete 94 credit hours	3
UCC101	Orientation to University Life	None	1
CORE MODULES:			
BUS102	Introduction to Business Administration	None	3
ACT100	Financial Accounting	ACT 001 Fundamentals of Accounting or CSEC POA (Grade 1 or 2)	3
MTH101	College Algebra	MTH002 Core Mathematics or CSEC Math (Grade 1 or 2)	3

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
CORE MODULES: (Cont'd)			
MKT201	Principles of Marketing	None	3
LAW101	Legal Concepts for Commerce	None	3
MTH201	Business & Economic Statistics	MTH101 College Algebra	3
MKT209	Introduction to Digital Marketing	MKT201 Principles of Marketing	3
ECN200	Principles of Micro Economics	None	3
MKT203	Search Marketing: SEO	MKT201 Principles of Marketing	3
MKT204	Search Marketing: PPC	MKT201 Principles of Marketing	3
OTB302	Organizational Theory & Behavior	- BUS102 Introduction to Business Administration- ETH201 Ethics	3

UNIVERSITY OF THE COMMONWEALTH CARIBBEAN
School of Business and Management
Programme Structure – **Bachelor of Science in Marketing**
Major in DIGITAL MARKETING & ADVERTISING MANAGEMENT (Fall 2017)
(in conjunction with iCreate Institute, Effective Spring 2022)

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
SPECIALISED MODULES:			
MKT301	Introduction to Advertising	MKT201 Principles of Marketing	3
MKT310	Digital Display Advertising (DDA)	MKT201 Principles of Marketing	3
MKT303	Email Marketing	MKT201 Principles of Marketing	3
MKT304	Social Media Marketing	MKT201 Principles of Marketing	3
MKT308	Content Marketing	MKT201 Principles of Marketing	3
ITT308	Management Information Systems	ITT101 Computer Information Systems	3
MKT306	Digital Video Production	MKT201 Principles of Marketing	3
MGT307	Project Management for Creatives	BUS102 Introduction to Business Administration	3
MKT420	Mobile Marketing **OR Marketing Elective**	MKT201 Principles of Marketing	3
MKT421	Digital Analytics/Strategy & Planning	MKT201 Principles of Marketing	3
MKT423	Media Planning & Buying	MKT301 Introduction to Advertising	3
LAW400	Company Law	LAW101 Legal Concepts for Commerce	3

UNIVERSITY OF THE COMMONWEALTH CARIBBEAN
School of Business and Management
Programme Structure – **Bachelor of Science in Marketing**
Major in DIGITAL MARKETING & ADVERTISING MANAGEMENT (Fall 2017)
(in conjunction with iCreate Institute, <mark>Effective Spring 2022</mark>)

COURSE CODE	COURSE TITLE	PRE-REQUISITE(S)	CREDIT HOURS
SPECIALISED MODULES: (cont'd)			
~~MKT424~~ <mark>ITT313</mark>	~~Advertising Design~~ <mark>Fundamentals of Computer Graphic Design</mark>	~~MKT201 Principles of Marketing~~ <mark>ITT101 Computer Information Systems</mark>	3
MKT499	Digital Marketing & Advertising Research Project	RSH405 Introduction to Research & Completed 95 credit hours	3
MGT400	Strategic Management CAPSTONE	OTB302 Organisational Theory & Behaviour MTH201 Business & Economic Statistics Completed 94 credit hours	3

Represents courses with Blended modality via iCreate Institute

Students may qualify to sit the some exams for international certification as a Certified Digital Marketing Professional, with the Digital Marketing Institute

*** Exit 2 year exit award = A.Sc. in Marketing