



PROGRAM OVERVIEW

Marketing is one of business' most dynamic areas. It can have a huge impact on a firm's success, and a Bachelor's degree from RIT Dubai will prepare you with the skills you need to succeed in a broad range of different career paths.

You'll begin by gaining a solid understanding of the business activities that fall under the marketing umbrella - from advertising to internet marketing, search engine analytics to professional selling, international marketing to buyer behavior. You'll also become skilled in all elements of the marketing mix, including identification and selection of target markets, the development, pricing, placement and promotion of goods and services, and the management of relationships among business partners and their customers.

Throughout our specially designed program, you'll study business-consumer relationships from many different angles. You'll be able to understand a consumer's behavior, decide which marketing tools will be successful, and hone your communication skills to cut through the market.

Exciting projects and simulated business challenges will see you work independently and in teams to learn to deliver successful sales pitches and implement marketing research projects.

You'll also have the opportunity to study abroad at one of RIT's global campuses.

POSSIBLE CAREER OPTIONS

With a Marketing major from RIT Dubai, career opportunities are plentiful. It could take you in several different directions - from project management to brand management, advertising and communications management to market research. Throughout your career you'll be focused on creating value for your target market and successfully communicating that value to your customers.

Many of our students also move on to master's studies either at RIT Dubai or other international universities in the U.S., U.K. and globally.

ACCREDITATION

The Bachelor of Science in Marketing program is accredited by the UAE Ministry of Education - Higher Education Affairs and is licensed by the KHDA. The program is also accredited by the Association to Advance Collegiate Schools of Business (AACSB) meaning you'll graduate with a top international business degree.



UNITED ARAB EMIRATES
MINISTRY OF EDUCATION
HIGHER EDUCATION AFFAIRS



"RIT Dubai's marketing program has exceeded my expectations about the quality of professors, courses, and preparation for my future. The university attracted me with its study abroad program and real life experience opportunities.

The close knit community makes for a more productive learning environment and the professors get to know all of their students really well, which is rare among most universities."

Omar Al Fahim

Marketing - Bachelor of Science Degree, Typical Course Sequence

Course		Semester Credit Hrs.	Course		Semester Credit Hrs.
FIRST YEAR			THIRD YEAR		
MGMT - 101	Business 1: Ideas and Business Planning	3	MGMT - 340	LAS Perspective 2: Business Ethics and Corporate Social Responsibility	3
MGIS - 101	Computer-based Analysis	1	MKTG - 310	Marketing Metrics and Research	3
ECON - 101	LAS Perspective 4: Principles of Microeconomics	3		LAS Immersion 1, 2	6
COMM - 253	Communication	3		LAS Perspective 5, 6	6
STAT - 145, 146	Introduction to Statistics I, II	7	DECS - 310	Operations Management	3
MGIS - 102	Business 2: Technology-enabled Launch	3		Marketing Electives	6
	LAS Foundation	3		Free Electives	3
				Cooperative Education	Co-op
ECON - 201	Principles of Macroeconomics	3	ANTH - 365	LAS Foundation 2: Islamic Culture	3
ACCT - 110	Financial Accounting	3			
MGIS - 130	Information Systems and Technology	3			
ACSC - 010	Year One	0			
SECOND YEAR			FOURTH YEAR		
ACCT - 210	Management Accounting	3	MKTG - 550	Marketing Strategy	3
MKTG - 230	Principles of Marketing	3		Free Electives	6
FINC - 220	Corporate Finance	3		LAS Immersion 3	3
	LAS Perspective 1, 3	6		LAS Electives	9
	Marketing Elective	3	MGMT - 560	Strategy	3
MGMT - 215	Organizational Behavior	3		Marketing Elective	3
	Free Elective	3			
INTB - 225	Global Business Environment	3			
MATH - 161	Applied Calculus	4			
	Cooperative Education	Co-op			
MGMT - 035	Careers in Business	0			
Total Semester Credit Hours - 123					

COOPERATIVE EDUCATION (Internship)

By studying at RIT Dubai you'll undertake a 15 week, full-time, paid cooperative internship placement as part of your program. You'll spend time honing your skills in a professional environment - and as a Bachelor of Science in Management student, you can choose the unique experience of conducting a placement abroad. Many students end up working for the company where they did their placement.

MINORS

- » Creative Writing
- » English
- » Mathematics
- » Psychology
- » Finance
- » International Business

R·I·T Dubai

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