



PROGRAMME ADVISING

BSc. Marketing

ACADEMIC YEAR
2020/2021



Programme Delivery Department (PDD)

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IMPORTANT INFORMATION TO GUIDE COURSE SELECTION & REGISTRATION

Kindly review this document at the start of each semester
for any adjustments to the schedule.



New Students

Students who enrolled as of Academic Year 2020/2021 must follow the prescribed course of study and sequence given for their programme.

Continuing Students

Students are required to successfully, complete all courses in Year 1 before they can proceed to undertake courses in Year 2. Please continue to follow the prescribed course of study given. Courses being repeated should be taken at the first available opportunity before you attempt to register for courses at the next Level.

Advice For Managing Course Load

Most students carry between 1 – 3 courses per semester. **For the working adult**, we recommend that you **do not attempt more than three (3) courses** per semester and two (2) courses in summer. Plan wisely to suit your particular situation so you may perform at your full potential. Do not jeopardize your long-term goals by being unrealistic about what you can handle.

IMPORTANT NOTE for New Students

Orientation is the first step to achieving academic and personal success at the UWI Open Campus. It supports you by assisting with your transition to the online environment. It will equip you with the needed navigational skills to function successfully online and provide pertinent information about the available services, go-to persons and responsibilities as an online student. It is imperative that you attend the online sessions offered by the Programme Delivery Department (PDD) as well as the session offered at your local site office.

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This **BSc Marketing programme** is geared towards building the knowledge base and skill sets of persons so that they will be able to identify and adopt the best strategies, tactics and evaluative measures that are required for consumer choices of products and services provided by organizations and business entities.

The **BSc Marketing programme** is a 90-credit undergraduate programme. The duration of the programme is three years full-time and five years part-time. In order to qualify for the award of the **BSc Marketing** degree, students must attain the credits at the respective levels as shown in the Table below.

Awards	Level 1	Level 2	Level 3	Total Credits
Degree	30 credits	30 credits	30 credits	90 credits

The **BSc Marketing programme** operates under a semester system.

- Semester 1 and 2 each, have thirteen (13) weeks of instruction plus an examination period.
- Summer session has seven (7) weeks of instruction plus the examination period.



Remember to check the programme-advising document before the start of registration and during the semester for any updates or additional information.

Pre-requisites for Matriculation into the BSc Marketing Programme

- **Mathematics Requirements:** For entry to the Undergraduate programmes, an approved qualification in Mathematics is required. The minimum Mathematics requirement is a pass at CSEC or the equivalent. Candidates who do not meet this requirement must successfully complete the approved remedial Mathematics course Improving your Math Skills (IYMS1001). IYMS1001 is offered in semester 1, 2 and summer.
- **English Language Requirements:** The English Language Proficiency Test (ELPT) is used to assess whether applicants to the Undergraduate programmes possess a satisfactory level of writing and reading proficiency in English for university academic purposes. ELPT is a pre-requisite for FOUN1001: English for Academic Purposes. For those persons requiring ELPT, the exam schedule is posted by the Registry on the Department's Web Page at: <http://www.open.uwi.edu/undergraduate/home>. Also, check your site office for more details.
- **Technology Requirement:** Students will need to have access to a computer with Internet access.

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The BSc Marketing Programme Pre-requisites for Matriculation

COURSE CODE	COURSE NAME	SEMESTER	PRE-REQUISITES & TIPS
YEAR 1			
FOUN1001	English for Academic Purposes (Foundation Course) Blended Version (BL)	1, 2, Summer	<p align="center">ELPT – English Language Proficiency*</p> <p>*If your Offer Letter from Admissions indicates that you are required to take the ELPT then you must first pass this Pre-requisite test before you are allowed to do FOUN1001. If you are required to take ELPT please ensure that you do so at the first available offering.</p> <p>For those students requiring ELPT - the exam schedule is also posted during the year by the Registry on your Department's Web Page at: http://www.open.uwi.edu/undergraduate/home</p> <p>Tip: If you already passed the ELPT you should register for FOUN1001 in Semester 1. To move on to Level 2 courses students must successfully pass this course.</p> <p>With effect from Academic year 2019-2020, all newly admitted students to the University of the West Indies will be required to register for the required Foundation Course in Academic Literacies (unless otherwise exempted) as part of their Level One undergraduate degree programme. Part-time students will be required to register for this course during the first year of their registration.</p> <p align="center">Assessment : 50% Coursework and 50% Final Examination</p>
MGMT1000	Introduction to Computers (Information Literacy & IT) (Foundation Course)	1, 2, Summer	<p align="center">No Pre-Requisite</p> <p align="center">Assessment : 60% Coursework and 40% Final Examination</p>
FOUN1501	Foundation for Learning Success (Foundation Course)	1,2	<p align="center">No Pre-Requisite</p> <p align="center">Assessment : 100% Coursework Assessment</p>
FOUN1101	Caribbean Civilization This course replaces SOCI1002 -Introduction to Sociology. Students are NOT required to complete FOUN1101 if they have already completed SOCI1002.	1,2, Summer	<p align="center">No Pre-Requisite</p> <p align="center">Assessment : 100% Coursework Assessment</p>
ACCT1002	Introduction to Financial Accounting	1, 2	<p align="center">No Pre-Requisite</p> <p>Tip: It is recommended that you first attempt this course in Semester 1.</p> <p align="center">Assessment : 40% Coursework and 60% Final Examination</p> <p>Required Textbook: Horngren, C.T., and Harrison, W.T., Oliver, Suzanne M., Accounting, (International) 9th ed., Prentice Hall 2009</p>
ACCT1003	Introduction to Cost and Management Accounting I	1,2	<p align="center">No Pre-Requisite</p> <p>Tip: First attempt in Semester 2 or only after completing ACCT1002.</p> <p align="center">Assessment: 30% Coursework and 70% Final Examination</p> <p>Required Textbook: Horngren, C.T., and Harrison, W.T., Oliver, Suzanne M., Accounting, (International) 9th ed., Prentice Hall 2009</p>

ECON1000	Principles of Economics	1	CXC/CSEC/CAPE Mathematics or Improving Your Mathematics Skills (IYMS1001) Assessment: 100% Coursework Assessment
ECON1003	Mathematics for Social Sciences I	1,2	IYMS1001: Improving Your Math Skills
	OR		
ECON1004	Mathematics for Social Sciences II	2	CAPE Mathematics Tip: You are required to choose either ECON1003 or ECON1004 not both . Your choice should be based on the pre-requisite requirement. Attempt this course before taking ECON1005. Required Online eBooks for ECON1003: <ul style="list-style-type: none"> Abramson, J., Falduto V., Gross, R., Lippman, D., Rasmussen, M., Norwood, R., Fernandez, C. (2015). <i>College Algebra</i>. Retrieved from http://openstaxcollege.org/textbooks/college-algebra Lippman, D. & Rasmussen, M. (2015). <i>Precalculus: An Investigation of Functions</i>. Retrieved from http://www.opentextbookstore.com/precalc/ <p><i>These works are licensed under a Creative Commons Attribution-Share Alike 3.0 United States License</i></p> Assessment: 40% Coursework and 60% Final Examination
ECON1005	Introduction to Statistics	1, 2	No Pre-Requisite Tip: It is recommended that either ECON1003 or ECON1004 be attempted before taking this course. Assessment: 40% Coursework and 60% Final Examination
MGMT1001	Principles of Management	1, 2, Summer	No Pre-Requisite Assessment: 100% Continuous Assessment
YEAR 2			
Complete the course FOUN1001 course before moving to Level 2 courses. Pass all Level 1 prerequisite courses before registering at Level 2. Take your Level 2 courses in sequence. Complete all of your Level 2 courses before registering for Level 3. Returning students – Pay attention to prerequisite course requirements for courses at Level 3.			
MGMT2063	Research Methods for Business- Introduction to Qualitative & Quantitative Methods	1	No Pre-Requisite Required Textbook: Frankfort-Nachmias, C., Nachmias, D., (2007). <i>Research methods in the social sciences</i> (7th edition). Worth Publishers Assessment: 100% Continuous Assessment

MGM2064	Organisational Behaviour and Human Resource Management	1,2	No Pre-Requisite Required Textbook: Mullins, L. J. (2010). Management & Organisational Behaviour 9th Edition, Harlow: Financial Times Prentice. Assessment: 60% Coursework and 40% Final Examination
MGMT2021	Business Law I	1, Summer	No Pre-Requisite Assessment: 40% Coursework and 60% Final Examination
MGMT3024	Business Communication	2	FOUN1001: English for Academic Purposes Assessment: 100% Continuous Assessment
MKTG2001	Principles of Marketing	1, 2	ACCT1002: Introduction to Financial Accounting, ACCT1003: Cost and Management Accounting I, ECON1005: Introduction to Statistics AND ECON1001: Introduction to Microeconomics OR ECON1000: Principles of Economics Assessment: 40% Coursework and 60% Final Examination
MGMT2023	Financial Management	1,2	ACCT1002: Introduction to Financial Accounting and ECON1003: Mathematics for Social Sciences I OR ECON1004: Mathematics for Social Sciences II Assessment: 40% Coursework and 60% Final Examination
MGMT2006	Management Information Systems I	1,2	No Pre-Requisite Assessment: 40% Coursework and 60% Final Examination
MGMT2065	Project Management	2	No Pre-Requisite Required Electronic and Hardcopy Texts: Hardcopy Text: Kerzner, H. (2009). Project Management: A Systems Approach to Planning, Scheduling and Controlling. (Ed. 10) , Harold, John Wiley and Sons. Online Pamphlet: Vargas, R. (n.d.). PMBOK Guide Processes Flow in English - 47 Project Management Processes (5th Ed.) (Available for download at www.ricardo-vargas.com) Assessment: 60% Coursework and 40% Final Examination
MGMT2013	Introduction to International Business	1,2	No Pre-Requisite Required Textbook: Hill, CW (2009), <i>International Business: Competing in the Global Marketplace, 9th Ed.</i> , McGraw-Hill Assessment: 100% Continuous Assessment
MKTG2005	Marketing Research & Forecasting Methods	2	MGMT2224: Introduction to Entrepreneurship (Request an override) Assessment: 40% Coursework and 60% Final Examination

YEAR 3

A finalizing student is: a student, who has successfully passed all FOUNDATION courses, has followed the sequence of course offerings and has now completed most of the Level 3 courses of their programme.

MGMT3116: Research Project/Practicum (6 credits) is a year-long course. It is recommended that students attempt this course in the final year of the programme after completing all Level 1, Level 2 and the majority of their Level 3 courses).

A Graduating Student is a finalizing student who has a maximum of 3 courses left to complete by summer of the respective Academic Year.

MGMT3031	Business Strategy and Policy	2, Summer	<p>MGMT2006: Management Information Systems I OR MKTG2001: Principles of Marketing</p> <p>AND MGMT2008: Organisational Behaviour OR MGMT2064: Organisational Behaviour and Human Resource Management</p> <p>AND MGMT2023: Financial Management</p> <p>Assessment: 40% Coursework and 60% Final Examination</p>
MGMT3116	Research Project/Practicum	1, 2	<p>MGMT2063: Research Methods for Business- Introduction to Qualitative & Quantitative Methods</p> <p>Tip: This is a year-long course which begins in Semester 1 and terminates at the end of Semester 2. Please note the recommendation provided above for this course.</p> <p>Assessment: 100% Continuous Assessment</p>
MKTG3001	International Marketing Management	1, Summer	<p>MGMT2224: Introduction to Entrepreneurship</p> <p>(Request an override)</p> <p>Assessment: 100% Continuous Assessment</p>
MKTG3003	Marketing Strategy (Simulation)	1	<p>MKTG2001: Principles of Marketing</p> <p>Tip: This course should be taken on completion of all Level 1 and at least 8 Level 2 courses.</p> <p>Assessment: 40% Coursework and 60% Final Examination</p>
MKTG3010	Integrated Marketing Communication	2	<p>MKTG2001: Principles of Marketing</p> <p>Assessment: 40% Coursework and 60% Final Examination</p>
MKTG3070	Consumer Behaviour	1, Summer	<p>MKTG2001: Principles of Marketing</p> <p>Assessment: 100% Continuous Assessment</p>
MKTG3012	B2B Organizational Marketing	1	<p>MKTG2001: Principles of Marketing</p> <p>Assessment: Coursework and Final Examination</p>
MKTG3013	E-Marketing	2	<p>MGMT2224: Introduction to Entrepreneurship</p> <p>(Request an override)</p> <p>Assessment: 60% Coursework and 40% Final Examination</p>
MKTG3014	Personal Selling and Sales Management	2	<p>MKTG2001: Principles of Marketing</p> <p>Assessment: 60% Coursework and 40% Final Examination</p>

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