

BACHELOR OF BUSINESS ADMINISTRATION



Competitive Edge

- Faculty with international recognition
- State-of-the-art marketing curriculum
- Unique Internship Program

We educate the next generation of Marketing Leaders with a customer-centric mindset.

Major in Marketing

The marketing major provides students with an analytical and comprehensive understanding of marketing concepts and methods. Students will be able to generate, analyze, interpret, and present marketing information for strategic and operational decision-making. By taking on a customer-centric view, students will learn how firms can achieve a sustainable competitive advantage by developing innovative products and services, building brand equity, and fostering long-term relationships with customers. Graduating students will be able to use a wide range of practical and up-to-date marketing tools and techniques. They will be able to utilize information and theoretical knowledge to create actionable managerial implications for a wide range of organizations, including businesses, non-profit organizations, and government entities.

Professional Occupations

- Chief Marketing Officer
- Marketing Research Analyst
- Marketing Communication Specialist
- Marketing/Business Strategist
- Brand Manager
- Event Planner
- Business Advisor/Project Manager
- Social Media Expert

Alumni Network

Saudi Royal Court PIF, Aramco, Sabic, STC, Uber, P&G, Unilever, Google, Apple, BCG, Nielsen, Accenture, Mckenzie, Booz, WPP Group, Omnicom Group, Publics Group.

Curriculum			
Year 1			
Fall		Spring	
Course Title	CRHs	Course Title	CRHs
Student Orient. & Acad Success	1		
Arabic Language I	2	Arabic Language II*	2
Islamic Studies I	2	Islamic Studies II*	2
Freshman English 1	3	Freshman English II*	3
Pre-Calculus	3	Business Calculus	3
Principles of Management	3	Intro. to MIS	3
Microeconomics	3	Macroeconomics	3
Total	17	Total	16
Year 2			
Fall		Spring	
Course Title	CRHs	Course Title	CRHs
Business Statistics	3	Intro. to MGT Accounting	3
Intro. to Financial Accounting	3	Organizational Behavior	3
Principles of Finance	3	Pr. of Operations MGT	3
Business Ethics	3	Quant. Methods for Business	3
Principles of Marketing	3	E-Marketing	3
Business Communication	3	Social Science-I	3
Total	18	Total	18
Year 3			
Fall		Spring	
Course Title	CRHs	Course Title	CRHs
Business Analytics & Visualization	3	Business Law	3
Services Marketing	3	Marketing Research	3
Consumer Behaviour	3	Brand Strategy	3
International Marketing	3	Integrated Marketing Communications	3
Business Elective-I	3	Social Science-II	3
Natural Science-I	3		
Total	18	Total	15
Year 4			
Fall		Spring	
Course Title	CRHs	Course Title	CRHs
Strategic Management	3	COOP Training-Internship	12
Marketing strategy	3		
Business Elective-II	3		
General Elective-I	3		
General Elective-II	3		
Executive Lectures	1		
Total	16	Total	12
*or alternative courses subject to approval			

College Collaboration

BAE SYSTEMS

بي آيه إي سيستمز السعودية للتطوير والتدريب
BAE Systems Saudi Development and Training



AM >
AMERICAN MARKETING
ASSOCIATION



وزارة الاستثمار
Ministry of Investment

Deloitte.

Admission Requirements

For Admission criteria and how to apply.

Visit: <http://admissions.alfaisal.edu>

Alaisal University

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