



**LEBANESE
INTERNATIONAL
UNIVERSITY**

Date: 05-09-2016

MBA in Marketing (MMKT)

First Year

Fall Semester

Code	Title	Credits	Prerequisites	Corequisites
BACC500	Advanced Managerial Accounting	3	BACC210	
BMIS505	Advanced Management Information Systems	3	BMIS500	
BECO505	Advanced Managerial Economics	3	BECO210	
BFIN500	Advanced Financial Management	3	BFIN300	
BMKT515	Advanced Consumer Behavior	3	BMKT505	
BMIS500	Methods of Research and Analysis	3	BMIS300	
BMKT505	Marketing Management	3	BMKT300	
BMGT500	Managerial Problem Solving & Decision Making	3	BMGT200	
BMKT600	Service Marketing	3	BMKT505	
BMKT605	Electronic Business	3	BMKT505	
BMKT610	Marketing Relations	3	BMKT515	
Total		33		

Second Year

MMKT696	Thesis	6		
Total		39		

Major Elective Courses

Code	Title	Credits	Prerequisites	Corequisites
BMGT505	Organizational Behavior	3	BMGT500	
BMGT510	Strategic Management	3	BMGT500	
BMGT515	Advanced Human Resource Management	3	BMGT505	
BMGT600	Advanced Total Quality Management	3	BMGT500	
BMGT605	Ethics and Values in Mngement	3		
BMGT610	Management Theory	3	BMGT505	
BMIS610	Advanced Quantitative Methods of Business Decisions	3	BMIS605 - BMIS505	
BMKT660	Case Study in Marketing	3	BMKT515 - BMKT600	