



CANADIAN COLLEGE OF KUWAIT
الكلية الكندية في الكويت - الجونكوين

School of Business
Diploma of Business Marketing

Course Code	Course Name	Credits	Prerequisites
Total College Requirements		12	
ENL1813	Communications I	3	
ENL1823	Communications II	3	ENL1813
QUA0002	Basic Mathematics	3	
BUS2301	Business Comp Apps	3	
Total Major Requirements		57	
ACC2214	Financial Information for Marketing	3	
MKT2205	Marketing Foundations	4	
MKT2216	Skills Transferable to Bus	3	
MKT2206	Product & Pricing Strategies	4	MKT2205
MKT2217	Global Marketing	3	MKT2205
MKT2282	Professional Selling	4	MKT2205
MKT2207	Marketing Channels	4	MKT2206
MKT2283	Sales Management	4	MKT2282
MKT2285	Marketing Research	4	MKT2205 & QUA0008
MKT2291	Integrated Marketing Communications I	4	MKT2205 & MKT2206
MKT2208	Digital Marketing	4	MKT2291
MKT2213	Skills for the Workplace	2	
MKT2260	Industry Marketing Plan	4	
MKT2261	Mktg Plan Project Field Work	3	MKT2207 & MKT2283
MKT2292	Integrated Marketing Communications II	4	MKT2291
QUA0008	Statistics	3	QUA0002
Total General Education Requirements		9	
GED2234	Contemporary Ethical Issues	3	
GED0022	Positive Psychology - Sc. Of Well Being	3	
GEN2003	Healthy Lifestyle	3	
Total Program Credits		78	