APPROVED

Bachelor of Business: Marketing

Faculty of Business and Logistics

Programme Title (Arabic)	البكالوريوس في إدارة الأعمال - تخصص التسويق				
Acronym / Abbreviation *	BBUS (Marketing)				
Nature	Major				
Programme Code	BBS8010	**Programme Duration**	4 Year/Cycle	**Programme Level**	Level 8
Programme Credits	480	**Award Category**	Bachelors		
Effective From	2020/2021 Sem 2				
Owner	School of Business				

Professional Body

Professional Body	*Recognition Status*	*Effective From*	*Interim Date*	*Professional Bodies*	*Contact Person*	*Evidence*
Employability Skills	Yes	04/01/2021				

Target Groups *

High School Graduates
International Students
Unemployed

Qualification Completion Requirements Criteria

Awarded where candidates have met all of the requirements below:

- Successful completion of all courses listed in Schedule A

and

- Accumulation of at least 60 credits from courses in Schedule B

and

- Accumulation of at least 60 credits from courses in Schedule C

and

- Achieve the Bahrain Polytechnic General Qualification Requirements as found in Policy A/AB/004, Naming and Awarding Qualifications:

	• One National Requirements – Arabic couse; • The two National Requirements courses; • Accumulate 45 credits from 'Elective' courses. and • Completion of courses to accumulate a minimum of 480 credits from any Bahrain Polytechnic Qualification;
Programme Overview *	The Bachelor of Business Marketing programme is based on a curriculum that initially provides a solid foundation in a broad range of business disciplines, which widen students' ability to think strategically, and which enhance their employability. The programme has been designed to provide opportunities for students to gain a sound understanding of the business and marketing environment in pursuit of a marketing degree. The BBUS Marketing degree programme will encompass a variety of specialist marketing courses that are aligned with the market needs and developed in consultation with Bahraini industry. Student may choose to exit with a Diploma in Business which covers the first two years of the programme. For those continuing towards achieving a bachelor's degree the focus switches to marketing. Additionally, the option to double major or minor are also possible within the structure of the programme. BBUS Marketing has a range of courses to allow students to study in areas that are of relevance and interest to their individual marketing career plans. The design of this programme also offers flexibility by allowing selection of courses from not only other business disciplines but also from other Bahrain Polytechnic programmes. The BBUS Marketing degree programme seeks to 'inspire tomorrow's marketing professionals today'.
Entry and Selection *	General entry requirements such as secondary school achievements, English and Mathematics are described in the Student Admission Policy A/AB/010. Specific entry requirements for this qualification, beyond those described in the Student Admission Policy are as follows: • Academic • Applicants must demonstrate competence in English and in Mathematics. These requirements may be met by the successful completion of • AP4203 English 2 • AP4101 Mathematics 2 or similar or passing English and Mathematics Selection Tests at the required level. • Applicants who do not meet all of the entry criteria above may be considered for special or provisional entry

Selection and Criteria and Process *	Where there are more applicants who meet the programme entry criteria than can be accepted, the following shall be used:
	• Selection Criteria
	  • Preference will be given to students who have successfully completed the Foundation programmes at Bahrain Polytechnic and have clearly demonstrated an aptitude for Business and a commitment to their study.
	  • Results from programme entry tests will be used to select students with the highest likelihood of successfully completing the degree programme.
	• Selection Process
	  • Applicants may be required to attend an interview.
	  • Consideration of work experience and prior educational achievement may be used

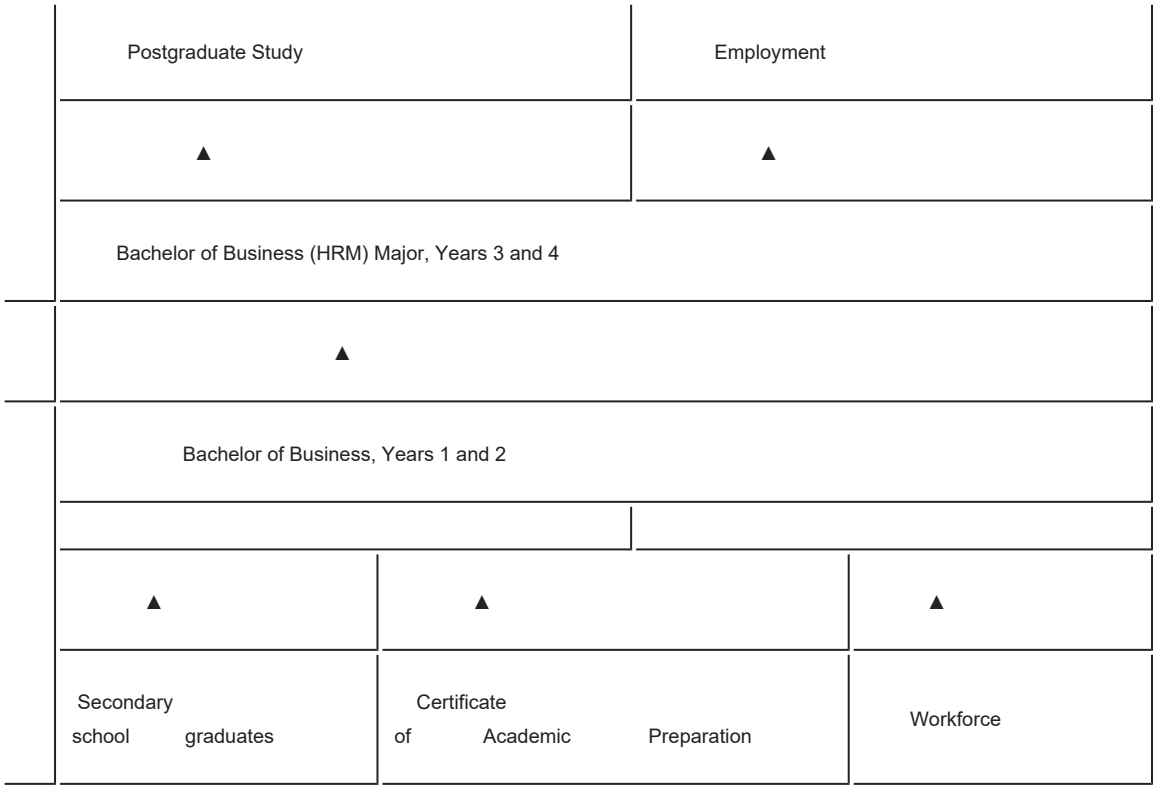
Major Selection Criteria *	Major Selection Requirements
	  • All students must have completed, or be exempted from, 210 credits from courses listed in Schedule A inclusive of 45 credits of English courses and BU6001 Introduction to Marketing
	Major Selection Criteria
	• Where there are more applicants for a major than places available, priority for selection will be made using combined GPAs for courses as set out as follows:
	  • BU6001 Introduction to Marketing

Accreditation / External Approval Requirements *	None specific to this qualification
Attendance Requirements *	Attendance requirements are described in the policy Student Attendance A/AB/010.
Qualification Overview *	The qualification encompasses an initial two years full-time academic study in the broad Business disciplines at NQF levels 6 and 7, followed by two years full-time academic study of specialist study at NQF levels 7 and 8. The intention is to build up core knowledge in a range of areas including marketing, accounting, finance, quantitative techniques, research methods, economics, management, information systems and law; to develop general academic capacity, introduce sociological and ethical issues in business, and prepare for a chosen specialist field of study. The specialist area of study in Marketing runs over the final two years and comprises courses that are designed to develop students' abilities to think and operate strategically within the marketing arena. In the final year, this knowledge is consolidated in the form of the capstone industry project where students operate in a fully authentic setting as professionals on a current marketing issue a partner company is dealing with. The industry project requires the learners to develop solutions towards authentic business needs underpinned by general and specialist theoretical argumentation.

Qualification Aim *	The overall aim of the Bachelor of Business in Marketing is to develop broad-based business graduates with specialist knowledge and skills at the international forefront of marketing practice that meet the requirements of the Bahrain and the wider GCC region. This aim is congruent with the human capital development aspirations outlined in Economic Vision 2030.

In Bahrain the majority of employment opportunities for marketing graduates will come from the private sector, parts of the semi-government sector undergoing transformation as well as SME's and family businesses who are 'corporatising' their business models. A 2014 law change that requires any company with over fifty employees to have a Bahraini HR staff member will create demand for graduates. Dr Jarmo Kotilaine, Bahrain Economic Development Board highlighted the scale of the market in Saudi Arabia and the range of opportunities the Eastern Province offers for graduates willing to move or commute.

Diagram provides for essentially two progression opportunities for graduates – into employment or into post-graduate study.



Graduate Pathways and Destination *	Graduate Pathways Employment This programme prepares students for the following careers and/or employment opportunities:- • Brand Manager • Content Marketer • Digital Marketing Executive • Marketing Analytics Analyst • Marketing Coordinator • Product Manager • Public Relations Executive • SEO Executive • Social Media Specialist • Events Marketing Executive • Meeting, Convention and Event Planner • Account Planner • Account Executive • Entrepreneur / Business Start-Up • Marketing Manager • Media Buyer • Advertising & Promotions Manager Although, BBUS Marketing graduates are not limited to these career paths, with a multitude of opportunities open to them. The programme should achieve widespread international recognition and allow students to progress to further fields of study, including:- • Professional Certifications in Marketing or Digital Marketing • Masters in Marketing • Specialist Masters in Digital Marketing or Marketing Communications
	Empolyability Skills Generic Definition:

Other Information *	**Communication**	Communicate in ways that contribute to productive and harmonious relationships across employees and customers.
	Team work	Work effectively independently and in collaboration with others.
	Problem solving	Think critically and respond appropriately to changing needs within a growing and diversifying economy.
	Initiative and enterprise	Apply resourcefulness, innovation and strategic thinking to a range of workplace situations.
	Planning and organisation	Plan and manage their working lives.
	Self management	Demonstrate self discipline and adaptability, and be able to plan and achieve personal and professional goals.
	Learning	Understand the need for and engage with continuous learning throughout the lifespan.
	Technology	Utilize information technology effectively and ethically in their personal and professional lives.

Programme Learning Outcomes

On successful completion of this programme the learner will be able to :

Description
Demonstrate a detailed knowledge of core business concepts and a broad understanding of the changing business environment
Demonstrate proficiency in the latest marketing and digital methods for understanding customer behaviour and delivering customer satisfaction in B2B or B2C market contexts
Demonstrate a critical understanding of the role of marketing in a company and explore the relationship between marketing and other organizational functions
Evaluate business perspectives and adapt strategies to deal with varied (defined and some undefined) business contexts
Develop marketing plans and strategies to meet the needs of the Bahrain business environment
Build and execute an integrated marketing communications campaign using online and offline media
Apply marketing research concepts from design, analysis through to report generation and presentation to justify making business decisions
Practice as a professional using 21st century skills

Semester Schedules

Year 1 / Semester 1

Core

Course Code	Title
BU6008	Applied Communication
BU6005	Introduction to Accounting
EL5001	Introduction to English Communication
BU6004	Introduction to Management

Year 1 / Semester 2

Core

Course Code	Title
EL5002	English Communication for Research, Reading and Writing in the Disciplines
BU6007	Introduction to Economics
BU6001	Introduction to Marketing
BU6006	Quantitative Business Methods

Year 2 / Semester 1

Core

Course Code	Title
EL6003	English Skills A

BU6009	Introduction to Finance

BU6010	Management Information Systems

NR	National Requirements

Optional	
Course Code	**Title**
NR-Arabic	National Requirements- Arabic

Year 2 / Semester 2

Core	
Course Code	**Title**
BU7003	Business Law

BU6011	Business Research Methods

BU7002	Human Resource Management

Year 3 / Semester 1

Core	
Course Code	**Title**
BU7102	Digital Marketing

BU7101	Integrated Marketing Communication

Elective	
Course Code	**Title**
ELE1	Electives 1

Year 3 / Semester 1 or 2

Core	
Course Code	**Title**
EL6402	Research Skills

EL6401	Skills for Academic Writing

EL6403	Speaking Skills for Interviews

Year 3 / Semester 2

Core	
Course Code	**Title**
BU6012	**Project Management**

BU7100	**Services Marketing**

Optional	
Course Code	**Title**
BU8104	**Advanced Digital Marketing**

BU8103	**Brand Management**

BU8100	**International Marketing**

Year 4 / Semester 1

Optional	
Course Code	**Title**
BU8101	**Marketing Management**

BU8102	**Marketing Planning**

BU8105	**Social Media Marketing Strategy**

Elective	
Course Code	**Title**
ELE1	**Electives 1**

ELE2	**Electives 2**

Year 4 / Semester 2

Core	
Course Code	**Title**
BU8199	**Cooperative Industry Project Marketing**