

**Inter American University of Puerto Rico
Metropolitan Campus
Faculty of Economics and Administrative Sciences
School of Management
Bachelor of Business Administration with a Major in Marketing**

August 2007

Tel. 250 - 1912 x. 2311, 2384, 2043, 2320

<http://metro.inter.edu/>

Name: _____

Student Number: _____

General Education Requirements	47
Core Course Requirements	41
Major Requirements	18
Prescribed Distributive Requirements	9
Elective Courses	6
Total	121

In the English curriculum the student will follow the sequences according to the CEEB score:

Level 1-Elementary: Score CEEB up to 450
Level 2-Intermediate: Score CEEB 451 - 549
Level 3-Advanced: Score CEEB 550 or more

FIRST YEAR

FIRST TRIMESTER				
Code	Title	Cr.	Req.	Grade
GEIC 1000	Informaton and Computer Literacy	2		
GESP 1101, 1021	Basic Skills in Spanish	3		
GEEN (1101, 1201, 2311)	Basic Skills in English	3		
BADM 1900 (before BADM 2250)	Fundamentals of Management	3		
Total		11		

SECOND TRIMESTER				
Code	Title	Cr.	Req.	Grade
GESP 1102, 1022	Basic Skills in Spanish	3	GESP 1101 or 1021	
GEEN (1102, 1202, 2312)	Basic Skills in English	3	GEEN 1101, 1201, 2311	
GEMA 1200	Fundamentals of Algebra	3		
MKTG 1210	Introduction to Marketing	3		
Total		12		

THIRD TRIMESTER				
Code	Title	Cr.	Req.	Grade
GESP 2203, 2023	Basic Skills in Spanish	3	GESP 1102 or 1022	
GEEN (1103, 1203, 2313)	Basic Skills in English	3	GEEN 1102, 1202, 2312	
GECF 1010	Christian Faith	3		
MKTG 2220	Strategic Marketing Management	3	MKTG 1210	
Total		12		

SECOND YEAR

FIRST TRIMESTER				
Code	Title	Cr .	Req.	Grade
MAEC 2140 (before MATH 1070)	Fundamentals of Quantitative Methods	3	GEMA 1200	
GEPE 3000	Well Being and Quality of Life	3		
MAEC 2211	Principles of Economis (Micro)	3	GEMA 1200	
ACCT 1161 (anteriormente ACCT 1151)	Introduction to Financial Accounting	4		
Total		13		

SECOND TRIMESTER				
Code	Title	Cr .	Req.	Grade
GEST 2020 GEST 3030	Science, Technology, and Environment The Physical World and the Individual (choose one course)	3		
GEHS 2010	Historical Process of Puerto Rico	3		
MAEC 2212	Principles of Economics (Macro)	3	MAEC 2211	
ACCT 1162 (anteriorment e ACCT 1152)	Introduction to Managerial Accounting	4	ACCT 1161	
Total		13		

THIRD YEAR

THIRD TRIMESTER				
Code	Title	Cr .	Req.	Grade
MAEC 2221	Basic Statistics	3	GEMA 1200	
GEPE 4040	Ethical Dimensions of Contemporary Matters	3		
MKTG 3230	Promotion	3	MKTG 1210	
MKTG 2223	Consumer Behavior	3	MKTG 1210	
Total		12		

FIRST TRIMESTER				
Code	Title	Cr .	Req.	Grade
FINA 2100 (before FINA 3100)	Managerial Finance	3	ACCT 1162	
BADM 3900	Business Information Systems	3	GEIC 1000, BADM 1900	
MAEC 2222	Managerial Statistics	3	MAEC 2140, 2221	
OMSY 1000	Keyboarding Skills (Recommended Free Eelctive)	3		
Total		12		

SECOND TRIMESTER				
Code	Title	Cr .	Req.	Grade
GEHS 3020 GEHS 3030 GEHS 3040 GEHS 4020 GEHS 4030	Global Society Human Formation and Contemp. Society The Individual, Society, and Culture Ancient and Medieval Western Civilization Contemporary Western Civilization (choose one course)	3		
MKTG 4245	Marketing and Electronic Business	3	GEIC 1000 MKTG 2220, 3230	
BADM 4300	Managerial Economics	3	ACCT 1161 MAEC 2212, 2221	
OMSY 3030 OMSY 3040	Bus. Communication Workshop Spanish Bus. Communication Workshop English (choose one course)	3	GESP 1102 GEEN 1102 GEIC 1000	

THIRD TRIMESTER				
Code	Title	Cr .	Req.	Grade
GEHS 3020 GEHS 3030 GEHS 3040 GEHS 4020 GEHS 4030	Global Society Human Formation and Contemp. Society The Individual, Society, and Culture Ancient and Medieval Western Civilization Contemporary Western Civilization (choose one course)	3		
MKTG 4243	Marketing Research	3	MKTG 1210, MAEC 2222	
MKTG 4244	International Marketing	3		
GEPE 2020 GEPE 3010 GEPE 3020	Humanistic Studies Art Appreciation Music Appreciation	3		

Total 12

Total 12

FOURTH YEAR

FIRST TRIMESTER

Code	Title	Cr.	Req.	Grade
MKTG	Prescribed Distributive Course*	3		
MKTG	Prescribed Distributive Course*	3		
MKTG	Prescribed Distributive Course*	3		
	Free Elective	3		
Total		12		

*Courses in Marketing from the 3000 or 4000 levels