

Faculty of Business and Economics (FBE)

Bachelor of Arts in Marketing (BA in Marketing)

I. Why Choose this Program?

The Bachelor of Arts in Marketing (BA in Marketing) program was designed to:

1. Develop knowledge of marketing principles, consumer behavior, and market research.
2. Build strategic, analytical, creative, and digital marketing skills for a dynamic business environment.
3. Prepare graduates for careers in marketing, branding, sales, advertising, and digital marketing.
4. Promote ethical, customer-focused, and sustainable marketing practices.
5. Enhance the use of digital technologies, data analytics, and innovative marketing strategies to drive business growth.

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Marketing Executive
2. Digital Marketing Specialist
3. Brand Manager
4. Market Research Analyst
5. Sales Manager
6. Advertising and Promotions Executive
7. Customer Relationship Management (CRM) Specialist
8. Marketing Consultant
9. Entrepreneur

III. Course Structure

The four-year program consists of **120 credits** and is structured to provide students with a comprehensive academic foundation through a well-balanced curriculum of foundation, functional, pre-major, and major courses.

To fulfill the graduation requirements, students must successfully complete the following coursework:

YEAR 1		
Course Title	Credits	Priority
English 1: Reading and Composition with Laboratory	4	Required
Gender Studies	3	Required
Khmer Studies	3	Required
Introduction to Computers with Laboratory	4	Required
English II: Reading and Composition with Laboratory	4	Required
Environmental Science	3	Required
Introduction to Political Science	3	Required
Management Principles	3	Required
YEAR 2		
Course Title	Credits	Priority
Personal Growth and Development	4	Required
Logic and Critical Thinking	3	Required
Math for Business	3	Required
Financial Accounting I	3	Required
Introduction to Ethics and Good Governance	3	Required
Introduction to Statistics & Its Application	3	Required
History of Cambodia	4	Required
Office Applications for Business	3	Required
Financial Accounting II	3	Required
YEAR 3		
Course Title	Credits	Priority
Introduction to Economics: Basic Concepts	3	Required
Business Law	3	Required
Micro economic Principles	3	Required
Marketing Principles	3	Required
Introduction to Digital Marketing	3	Required
Financial Management I	3	Required

Management Accounting I	3	Required
Consumer Behavior	3	Required
Management and Organization Behavior Theory	3	Required
Marketing Research	3	Required
YEAR 4		
Course Title	Credits	Priority
Events: Meetings, Conventions and Exhibitions	3	Required
Product Planning and Development and Practices	3	Required
International and Global Marketing	3	Required
Sale Promotion Tools and Techniques	3	Required
Managing Innovation	3	Required
Strategic Marketing: Theory and Application	3	Required
Management and Leadership Development Skills	4	Required
Competitive Strategy: Price and Advertising	3	Required
Strategic Supply Chain Management	3	Required
Entrepreneurial Marketing and Selling	3	<i>Elective</i>
Operation Management	3	<i>Elective</i>
Fiscal Legislation & Taxation	3	<i>Elective</i>
Financial Management II	3	<i>Elective</i>
Research Methodologies for Business	3	<i>Elective</i>
Business Analytics for Managers	3	<i>Elective</i>
GRADUATION PATH		
Option I: Senior Project	6	Required
Option II: Internship	6	Required
Option III: Exit Exam	6	Required

****Note:** Graduation Path: Students choose only **ONE** option.*