

REPUBLIQUE DU CAMEROUN
Paix – Travail – Patrie

INSTITUT UNIVERSITAIRE BENGONO
TOURE GENEVIEVE
Scientiarum - Excellentiam - Nobel



REPUBLIC OF CAMEROON
Peace-Work-Fatherland

THE BENGONO TOURE GENEVIEVE
UNIVERSITY INSTITUTE
SCIENTIARUM – EXCELLENTIAM – NOBEL

INSTITUT SUPERIEUR DES SCIENCES DE L'INGENIEUR, DES INDUSTRIES ET DE L'INNOVATION
THE HIGHER INSTITUTE OF ENGINEERING SCIENCES, INDUSTRIES AND INNOVATION

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BACHELOR'S IN MARKETING

CODES	COURSE NAMES	CREDIT
	YEAR ONE	
BBAM1110	Research methods	3
BBAM1111	Communication skills	3
BBAM1112	Introduction to accounting & finance	3
BBAM1113	Professional standards and ethics	3
BBAM1114	Accounting systems and services	3
BBAM1115	ICT	3
BBAM1116	Financial management	3
BBAM1117	Macro- and microeconomics	3
BBAM1118	Accounting techniques and software	3
BBAM1119	Accounting & Finance for Bankers	3
BBAM1120	Banking and money	3
BBAM1121	Quantitative and mathematical methods	3
BBAM1122	social media marketing	3
BBAM1123	Finance	3
BBAM1124	Business law	3
BBAM1125	Economics and management	3
BBAM1126	Marketing	3
BBAM1127	Human Resource Management	3
BBAM1128	Supply Chain Management	3
		60

	YEAR TWO	
BBAM2110	Competitor Analysis	2
BBAM2111	Marketing Resear	2
BBAM2112	Principles of Marketing	2
BBAM2112	Corporate finance, investments and financial markets	2
BBAM2113	The Marketing information System	2
BBAM2114	Capital & Investment	3
BBAM2115	Legal & Regulatory Aspects of Marketing	3
BBAM2116	Auditing and Taxation	3
BBAM2117	Organizational Behaviour	3
BBAM2118	digital and social selling	3
BBAM2119	Business strategy	3
BBAM2120	Strategic Management	3
BBAM2121	Government and non-profit accounting	3
BBAM2122	Marketing in Modern World	3
BBAM2123	Principle of Management	3
BBAM2124	Risk management and strategic management.	3
BBAM2125	Marketing Management	2
BBAM2126	Pricing Strategy and Analytics	3
BBAM2127	Social Media Marketing	3
BBAM2128	Product Planning	3
BBAM2129	Personal Selling and Sales Management	3
BBAM2130	Strategic Brand Management	3
		60
	YEAR THREE	
BBAM3110	Designing for Shared Value	3
BBAM3112	Advertising and Promotions	3
BBAM3113	Services Marketing	3
BBAM3114	Marketing Practicum	3
BBAM3115	Digital Marketing	3
BBAM3116	Information Technology Management	3
BBAM3117	Public and Non profit Management	3
BBAM3118	Database Management	3
BBAM3119	Sustainable Marketing	3

BBAM3120	Operations Management	3
BBAM3121	Understanding Markets with Data Science	3
BBAM3122	International Marketing	3
BBAM3123	Consumer Behavior	3
BBAM3124	Advanced Topics in Marketing	3
BBAM3125	Internship	8
BBAM3126	Dissertation	10
		60