

**Bachelor of Business Administration Degree in Marketing (Code No. 149)**

http://metro.inter.edu/ (General Catalog 2020-2021)

Tel. (787) 250-1912 Exts. 2285, 2493, 2311 o 2149

Name: \_\_\_\_\_

Student Number: \_\_\_\_\_

Requirements	
General Education Requirements	48 credits
Core Course Requirements	41 credits
Major Requirements	24 credits
Prescribed Distributive Requirements	6 credits
Elective Courses	3 credits
<b>Total</b>	<b>122 credits</b>

In the English curriculum the student will take one of the following sequences, according to the College Board score:	
<sup>1</sup> Level 1 Elementary (440 or less)	GEEN 1101, GEEN 1102, GEEN 1103
<sup>2</sup> Level 2 Intermediate (441 to 580)	GEEN 1201, GEEN 1202, GEEN 1203
<sup>3</sup> Level 3 Advanced (581 or more)	GEEN 2311, GEEN 2312, GEEN 2313
<sup>4</sup> Three (3) consecutive Spanish courses are required. Students whose native language is not Spanish will be required to take GESP 1021, GESP 1022 and GESP 2023.	

All students must comply with the requirements of the General Catalogue available at [www.metro.inter.edu](http://www.metro.inter.edu)  
 Students' official evaluation is made on the Register Office after paying the required fees. Students must approve the business core and major courses with a minimum of a "C" grade.

**FIRST YEAR**

FIRST SEMESTER				
Course	Course Title	Credits	Requirement	Grade
<sup>1</sup> GEEN 1101	<sup>1</sup> English as a Second Language I: Oral Communication	3		
<sup>2</sup> GEEN 1201	<sup>2</sup> English Communication I			
<sup>3</sup> GEEN 2311	<sup>3</sup> Reading and Writing			
GESP 1101	Literature and Communication:	3		
<sup>4</sup> GESP 1021	Narrative and Poetry <sup>4</sup> Basic Spanish as a Foreign Language			
GEIC 1010	Information and Computing Technologies	3		
BADM 1900 before BADM 2250	Fundamentals of Business Management	3		
GEMA 1200	Fundamentals of Algebra	3		
<b>Total</b>		<b>15</b>		

SECOND SEMESTER				
Course	Course Title	Credits	Requirement	Grade
<sup>1</sup> GEEN 1102	<sup>1</sup> English as a Second Language II: Reading	3	<sup>1</sup> GEEN 1101	
<sup>2</sup> GEEN 1202	<sup>2</sup> English Communication II		<sup>2</sup> GEEN 1201	
<sup>3</sup> GEEN 2312	<sup>3</sup> Literature and Writing		<sup>3</sup> GEEN 2311	
GESP 1102	Literature and Communication: Essay and Theatre	3	GESP 1101	
<sup>4</sup> GESP 1022	<sup>4</sup> Intermediate Spanish as a Foreign Language		<sup>4</sup> GESP 1021	
MKTG 1210	Introduction to Marketing	3		
GECF 1010	Introduction to the Christian Faith	3		
GEHP 3000	Integral Health and Quality of Life	3		
<b>Total</b>		<b>15</b>		

**SECOND YEAR**

FIRST SEMESTER				
Course	Course Title	Credits	Requirement	Grade
<sup>1</sup> GEEN 1103	<sup>1</sup> English as a Second Language III: Writing	3	<sup>1</sup> GEEN 1102	
<sup>2</sup> GEEN 1203	<sup>2</sup> English Communication III		<sup>2</sup> GEEN 1202	
<sup>3</sup> GEEN 2313	<sup>3</sup> Research and Writing		<sup>3</sup> GEEN 2312	
GESP 2203	Literature and World View	3	GESP 1102	
<sup>4</sup> GESP 2023	<sup>4</sup> Advanced Spanish as a Foreign Language		<sup>4</sup> GESP 1022 or its equivalent	
MKTG 2220	Marketing Management	3	MKTG 1210	
ACCT 1161	Introduction to Financial Accounting	4		
GEHS 2010	Historical Process of Contemporary Puerto Rico	3		
<b>Total</b>		<b>16</b>		

SECOND SEMESTER				
Course	Course Title	Credits	Requirement	Grade
GEEC 2000	Entrepreneurial Culture	3		
GEST 2020	The Natural Environment and The Human Being	Choose one course of 3 credits		
*GEST 2030	*Technology and Environment (Only for students studying Biology or Chemistry, must take the GEST 2030)			
MAEC 2211	Principles of Microeconomics	3		
GEPE 3010	Art Appreciation	Choose one course of 3 credits		
GEPE 3020	Music Appreciation			
GEPE 3030	Theatre Appreciation			
ACCT 1162	Introduction to Managerial Accounting	4	ACCT 1161	
<b>Total</b>		<b>16</b>		

**THIRD YEAR**

FIRST SEMESTER				
Course	Course Title	Credits	Requirement	Grade
MAEC 2212	Principles of Macroeconomics	3	MAEC 2211	
MAEC 2140	Fundamentals of Quantitative Methods	3	GEMA 1200	
STAT 1201 before MAEC 2221	Statistics I	3	GEMA 1000 or GEMA 1200	
MKTG 2223	Consumer Behavior	3	MKTG 1210	
BADM 3900	Information Systems in Organizations (45 hours of lecture-lab).	3	BADM 1900, GEIC 1010	
<b>Total</b>		<b>15</b>		

SECOND SEMESTER				
Course	Course Title	Credits	Requirement	Grade
BADM 3313	The Law and the Businesses	3		
FINA 2101 antes FINA 2100	Corporate Finance I	3	ACCT 1161 and GEMA 1200	
STAT 1202 before MAEC 2222	Statistics II	3	MAEC 2140 and STAT 1201 before MAEC 2221	
MKTG 3230	Integrated Marketing Communication	3	MKTG 2223	
GEPE 4040	Ethics and Social Responsibility	3		
<b>Total</b>		<b>15</b>		

**FOURTH YEAR**

FIRST SEMESTER				
Course	Course Title	Credits	Requirement	Grade
<b>MKTG ____</b>	**Prescribed Distributive Requirements	3		
<b>MKTG 4240</b>	Contemporary Strategic Marketing	3	MKTG 2220 and MKTG 3230	
<b>MKTG 4243</b>	Marketing Research	3	MKTG 2220 and STAT 1201 before MAEC 2221	
<b>GEHS 3020</b> <b>GEHS 3050</b> <b>GEHS 4020</b> <b>GEHS 4030</b>	Global Society Human Formation, Society, and Culture Ancient and Medieval Western Civilization Modern and Contemporary Western Civilization	Choose one course of 3 credits		
<b>_____</b>	Elective Courses	3		
<b>Total</b>		<b>15</b>		

SECOND SEMESTER				
Course	Course Title	Credits	Requirement	Grade
<b>MKTG 4244</b>	Global Marketing	3	MKTG 2220	
<b>MKTG ____</b>	**Prescribed Distributive Requirements	3		
<b>MKTG 4245</b>	Digital Marketing	3	MKTG 4240	
<b>OMSY 3030</b>  <b>or</b> <b>OMSY 3040</b>	Business Communication in Spanish  or Business Communication in English	Choose one course of 3 credits	<b>OMSY 3030:</b> GESP 1102, and OMSY 1101 or GEIC 1010 or <b>OMSY 3040:</b> GEEN 1101 or the equivalent and OMSY 1101 or GEIC 1010	
<b>MKTG 4973</b>	Integrated Seminar in Marketing	3	Have approved a minimum of 21 mayor credits.	
<b>Total</b>		<b>15</b>		

**\*\*Prescribed Distributive Requirements - 6 credits**  
**Select six (6) additional credits in Marketing courses from the 3000 or 4000 levels.**

Course	Course Title	Credits	Requirement
<b>MKTG 3233</b>	Public Relations in the Organizations	3	MKTG 3230
<b>MKTG 3234</b>	Personal Sales	3	MKTG 1210
<b>MKTG 3235</b>	Sales Management	3	MKTG 2220
<b>MKTG 3236</b>	Retail Selling	3	MKTG 1210
<b>MKTG 3237</b>	Service Marketing	3	MKTG 1210
<b>MKTG 3238</b>	Principles of Publicity	3	MKTG 1210
<b>MKTG 3239</b>	Social Marketing	3	MKTG 2220
<b>MKTG 3240</b>	Ethics in Marketing	3	MKTG 1210
<b>MKTG 3241</b>	Graphic Art in Marketing	3	
<b>MKTG 3242</b>	Social Media Marketing	3	MKTG 3230
<b>MKTG 3243</b>	Distribution Logistics	3	MKTG 2220
<b>MKTG 4246</b>	Product Management	3	MKTG 2220
<b>MKTG 4248</b>	Small Business Marketing	3	MKTG 2220
<b>MKTG 4820</b>	Analytical Marketing	3	MKTG 2220 and STAT 1202 before MAEC 2222
<b>MKTG 4910</b>	Supervised Practice in Marketing	3	Authorization of the department chair or program coordinator, and have approved 21 credits in marketing.