# Programme Advising

## BSc Sociology With A Minor in Marketing

**Academic Year 2019/2020**

## YEAR 3

**UNDERGRADUATE PROGRAMME DEPARTMENT: BSc Sociology**

**Programme Advising for Academic Year 2019/2020**

**YEAR 3**

**TIP:** The **SOCI Code** stands for core sociology courses. All students should complete the assigned SOCI courses each Semester.

Course Codes shared with other undergraduate programmes: **MGMT & MKTG**

**Note:** Semesters 1 and 2 have 13-14 weeks of tuition

Summer has 7-9 weeks of tuition

**ADVICE: For the working adult we recommend a maximum of 3 courses for semesters 1 & 2, and 2 courses for the short semester.**

| COURSE CODE | COURSE NAME | SEMESTER | | | PRE-REQUISITE | IMPORTANT INFORMATION TO GUIDE COURSE SELECTION/ REGISTRATION |
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| **General Guidance** | | | | | | To ensure proper sequencing of courses and fulfill pre-requisite requirements for Level 3 courses, you are advised to complete the courses in the sequence given below.<br><br>**Plan wisely to suit your particular situation** so you may perform at your full potential. You are allowed to take **a** minimum of one course and a maximum of 3 courses for semesters 1 & 2, and 2 courses for the short semester. |
| **SEMESTER 1** | | | | | | |
| **SOCI3050** | Family Sociology | 1 | | | **None** | This course is ***ONLY*** offered ***ONCE*** each academic year. |
| **SOCI3000** | Research Study 1 & 2 | 1 | | | | This is a 6 credit year long course for semester 1 & 2 |

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| **MKTG3070** | Consumer Behaviour | 1 | | | **MKTG2001** | |
| **MKTG3001** | International Marketing Management | 1 | | | **MGMT2224** | |
| **MKTG3003** | Marketing Strategy | 1 | | | **MKTG2001** | |
| **ELECTIVE COURSES** | You are allowed to choose levels 2 and 3 courses as free electives. The total number of elective courses you can choose for this programme = 3 courses which equates to 9 credits. | | | | | |
| **MKTG3012** | B2B Organizational Marketing | 1 | | | **MKTG2001** | |
| **SOCI3035** | Caribbean Social Problems | 1 | | | **None** | |
| **SEMESTER 2** | | | | | | |
| **SOCI3000** | Research Study 1 & 2 | | 2 | | **None** | This is a 6 credit year long course for semester 1 & 2 |
| **MKTG3010** | Integrated Marketing Communication | | 2 | | **MKTG2001** | |
| **ELECTIVE COURSES** | You are allowed to choose levels 2 and 3 courses as free electives. The total number of elective courses you can | | | | | |

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| | choose for this programme = 3 courses which equates to 9 credits. | | | | | |
| **SOCI3044** | Evaluation of Social Problems | | 2 | | | You are allowed to choose three levels 2 and 3 courses as free electives. |
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| **SUMMER 2020** | | | | | | |
| **SOCI3028** | Caribbean Social Structure | | | **Summer** | **None** | This course is ***ONLY*** offered ***ONCE*** each academic year. |
| **SOCI3049** | Social Development | | | **Summer** | **None** | This course is ***ONLY*** offered ***ONCE*** each academic year. |
| **MKTG3070** | Consumer Behaviour | | | **Summer** | **MKTG2001** | |
| **MKTG3001** | International Marketing Management | | | **Summer** | **MGMT2224** | |
| **ELECTIVE COURSES** | You are allowed to choose levels 2 and 3 courses as free electives. The total number of elective courses you can choose for this programme = 3 courses which equates to 9 credits. | | | | | |
| **SOCI3008** | Industrial Sociology 1: Theories & Practices | | | **Summer** | | You are allowed to choose three levels 2 and 3 courses as free electives. |
| **MGMT3065** | Managing Organizational Change | | | **Summer** | **None** | |