



EDUCATIONAL PROGRAM

Bachelor Educational Program in Business Administration - Marketing (delivered in English)

Tbilisi
2022 year



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Study Plan

Course / Module / Internship / Research Component	Status	Credit number	Distribution of credits per courses and semesters								Number of contact hours per week
			I s.y.		II s.y.		III s.y.		IV s.y.		
			I Semester	II Semester	III Semester	IV Semester	V Semester	VI Semester	VII Semester	VIII Semester	
Academic Writing	Compulsory	5	5								3
Information Technology	Compulsory	5	5								3
Free Credits		64									
Compulsory Courses	Compulsory	154									
Mathematics 1	Compulsory	5	5								4
Principles of Microeconomics	Compulsory	5	5								3
Introduction to Business Administration	Compulsory	5 1	5								3



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Mathematics 2	Compulsory	6		6							4
Principles of Macroeconomics	Compulsory	5		5							3
Principles of Management	Compulsory	5		5							3
Legal Environment of Business	Compulsory	4		4							3
Principles of Marketing	Compulsory	5		5							3
Business English 1	Compulsory	5			5*	5*					3
Business communication	Compulsory	4			4						3
Introduction to Probability and Statistics	Compulsory	5			5						3
Principles of Accounting	Compulsory	5			5						3
Business English 2	Compulsory	5				5*	5*				3
Business Statistics	Compulsory	6				6					4
Introduction to Finance	Compulsory	5				5					3
Public Relations	Compulsory	4					4				3
Marketing Management	Compulsory	6					6				4
Market Research Principles	Compulsory	5					5				3
Principles of Branding	Compulsory	5					5				3
Strategic Marketing	Compulsory	6						6			4
Consumer Behavior	Compulsory	6						6			4
Integrated Marketing Communications	Compulsory	5						5			3
Advertising and Social Marketing	Compulsory	5							5		3
Service Marketing	Compulsory	5							5		3
Sales Management	Compulsory	5							5		3



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Direct Marketing	Compulsory	5							5		3
International Marketing	Compulsory	5								5	3
Bachelors' Thesis	Compulsory	7								7	12
Internship	Compulsory	10								10	12
Elective Courses		12									
Managerial Finance 1	Elective	6					6				4
Online Marketing	Elective	5					5				3
Sociology	Elective	5					5				3
Analytical Tools in Business	Elective	5					5				3
Business to Business Marketing	Elective	4						4			3
Retailing	Elective	4						4			3
Business Research Foundations	Elective	5						5			3
Personal Branding	Elective	5							5		3
Copywriting for Advertising	Elective	5								5	3
Digital Marketing	Elective	5								5	3
Principles of AI and MARTECH	Elective	5								5	3
Total		240									