

# ADP (Sales and Marketing) [Associate Degree Program]

## **ELIGIBILITY CRITERIA:**

- The candidate has passed the Intermediate or equivalent examination from an institution recognized by the Higher Education Commission of Pakistan / Inter Board Committee of Chairmen, Pakistan.
- Subject to policy/applicability, the candidate shall pass the Entrance Test as required by the HEC.

## **PROGRAM STRUCTURE:**

(Program is equivalent to 14 years of education)

Minimum Duration: 2 years; through 4 regular semesters (Fall/Spring)

Minimum Credits: 70

## **DISTRIBUTION OF CREDIT HOURS:**

Compulsory Courses: 19 Cr.

Foundation Courses: 15 Cr.

Major Courses (Core): 30 Cr.

Major Courses (Electives): 06 Cr.

## **COURSES OF STUDY:**

*(Information about the Prerequisites (if any) of the course(s) will be provided by the Department at the beginning of the program)*

### **Compulsory Courses**

**Total: 19-Credits**

<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>
ENGL101	English I (Functional English)	3
ENGL102	English II (Communication Skills)	3
ENGL103	English III (Technical Writing and Presentation Skills)	3
CSC101	Introduction to Computers and Computing	3
MATH171	Business Mathematics	3
PKST101	Pakistan Studies - General Profile	3
ISLM101	Fundamentals of Islamic Studies (for Muslim Students)	2
	or	
ETHC101	Principles of Ethics (for Non-Muslim Students)	2

### **Foundation Courses**

**Total: 15-Credits**

*(Subject to the university offering, the student shall opt. five courses from the list below)*

<b>Course Code</b>	<b>Course Title</b>	<b>Cr. Hrs.</b>
BUSS101	Introduction to Business	3
BUSS111	Principles of Management	3
BUSS131	Principles of Management	3

Course Code	Course Title	Cr. Hrs.
BUSS231	Marketing Management	3
ACCT111	Financial Accounting-I	3
ECON111	Principles of Micro Economics	3
ECON221	Principles of Macro Economics	3

**Major Courses (Core)**

**Total: 30-Credits**

*(Subject to the university offering, the student shall opt. Ten courses from the list below)*

Course Code	Course Title	Cr. Hrs.
BUSS314	International Business Management	3
BUSS331	Consumer Behavior	3
BUSS431	Planning and Conduct of Online Marketing	3
BUSS432	Dynamics of Sales and Selling	3
BUSS433	Management of Advertising and Promotion	3
BUSS434	Development of E-Business	3
BUSS435	Supply Chain Management	3
BUSS372	Service Marketing	3
BUSS345	Destination Marketing	3
BUSS358	Public Relations	3
BUSS359	Destination Branding	3

**Major Courses (Elective)**

**Total: 06-Credits**

*(Subject to the university offering, the student shall opt. Two courses from the list below)*

Course Code	Course Title	Cr. Hrs.
BUSS312	Organizational Behavior	3
BUSS315	Entrepreneurship	3
BUSS344	Business Data Analytics	3
BUSS372	Information Technology in Business	3