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**HERITAGE CHRISTIAN COLLEGE**

**2017/ 2018 ACADEMIC YEAR**

**BACHELOR OF BUSINESS ADMINSITRATION (Marketing)**

**NAME**

**ACADEMIC YEAR SEMESTER: LEVEL: SESSION:**

**STUDENT ID ACTIVE CONTACT\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**DATE\_\_\_\_/\_\_\_\_\_/\_\_\_\_\_\_\_\_\_ STUDENT’S SIGNATUR**E\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- |
| COURSE CODE | COURSE TITLE  | T | P | C |
| GCF 352 | Ghanaian Culture and Family | 3 | 2 | 3 |
| RES 352 | Research Methods | 3 | 3 | 3 |
| MKT 362 | International Marketing | 3 | 3 | 3 |
| MKT 364 | Services Marketing | 3 | 3 | 3 |
| MKT 366 | Sales Management | 3 | 3 | 3 |
| MKT 368 | Integrated marketing Communication | 3 | 3 | 3 |
|  |  |  |  |  |
|  | TOTAL CREDITS |  |  | 18 |

T: Theory Credit, P: Practical Credit, C: Total theory and practical credit

GCF 352 Dr Ebenzer Ofori Ayesu

RES 352 Dr Victor Boadu

MKT 362 Mr Nicholas Oblitei Commey

MKT 364 Ms Priscilla L.Y Appiah

MKT 366 Mr Kwame Ntim Sekyere

MKT 368 Mr Nicholas Oblitei Commey