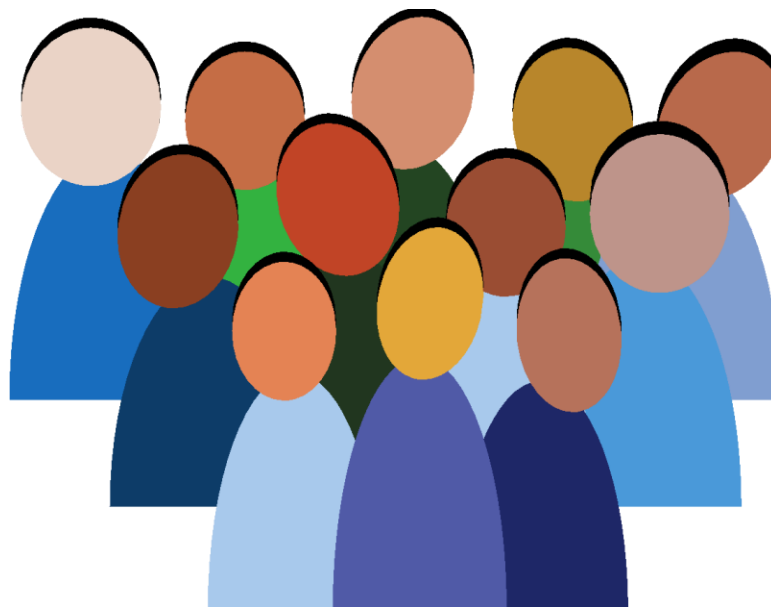


# PROGRAMME ADVISING

BSc Sociology (Marketing)

ACADEMIC YEAR  
2026/2027



Online Programmes Delivery Department (OPDD)

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# IMPORTANT INFORMATION TO GUIDE COURSE SELECTION & REGISTRATION

Kindly review this document at the start of each semester for  
any adjustments to the schedule.



## New Students

Students who enrolled as of Academic Year 2026/2027 must follow the prescribed course of study and sequence given for their programme.

## Continuing Students

Students are required to successfully complete all courses in Level 1 before they can proceed to undertake courses in Level 2. Please continue to follow the prescribed course of study given.

## Advice For Managing Course Load

Most students carry between 1 – 4 courses per semester. **For the working adult**, we recommend that you **do not attempt more than three (3) courses** per semester and two (2) courses in summer.

Plan wisely to suit your particular situation so you may perform at your full potential. Do not jeopardize your long-term goals by being unrealistic about what you can handle.

## IMPORTANT NOTE for New Students

Orientation is the first step to achieving academic and personal success at the UWI Global Campus. It supports you by assisting with your transition to the online environment. It will equip you with the needed navigational skills to function successfully online and provide pertinent information about the available services, go-to persons, and responsibilities as an online student. It is imperative that you attend the online sessions offered by the Online Programmes Delivery Department (OPDD) as well as the sessions offered at your local site office.

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The **BSc Sociology (Marketing) programme** The programme is designed to introduce key sociological and marketing concepts and ideas that would offer students a comprehensive understanding of the plurality of complexities governing society, and in so doing, they will be able to offer tangible contributions to marketing strategies and consumer patterns of behaviour in the workplace and society in general. The programme is delivered online using the Global Campus “Learning Exchange” environment (Moodle/Learning Management System).

The **BSc Sociology (Marketing) programme** is a 90-credit undergraduate programme. The duration of the programme is 3 years full-time and five years part-time. In order to qualify for the award of the BSc Sociology (Marketing) degree, students must attain the credits at the respective levels, as shown in the Table below.

| Awards | Level 1    | Level 2    | Level 3    | Total Credits |
|--------|------------|------------|------------|---------------|
| Degree | 30 credits | 27 credits | 33 credits | 90 credits    |

**BSc Sociology Minor in Marketing programme** operates under a semester system.

- Semester 1 and 2 each, have thirteen (13) weeks of instruction plus an examination period.
- Summer session has seven (7) weeks of instruction plus the examination period.



Remember to check the programme-advising document before the start of registration and during the semester for any updates or additional information.



### Pre-requisites for Matriculation into the BSc Sociology (Marketing) Programme

#### Prerequisites for Matriculation into the BSc Sociology Programme

- **Mathematics Requirements:** For entry to the Undergraduate programmes, an approved qualification in Mathematics is required. The minimum Mathematics requirement is a pass at CSEC or the equivalent. Candidates who do not meet this requirement must successfully complete the approved remedial Mathematics course (MATH0900). MATH0900 is offered in semester 1, 2 and summer.
- **English Language Requirements:** All undergraduate students must demonstrate proficiency in English Language before they can register for FOUN1001 - English for Academic Purposes. This can be done in the following ways:

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1. Students must **EITHER** possess a passing grade in one of the following exams and courses (see [Exemptions](#)) **OR**
2. Successfully complete ONE of the two prerequisites:
  - a) **Current students** must pass the FOUN0003 - Communication and Use of English course (formally ACRS003), which is a prerequisite for FOUN1001.
  - b) **Applicants/ incoming students** must successfully pass the English Language Proficiency Test (ELPT) on the first attempt or must successfully complete the FOUN0003 course.

Note: The dates for the ELPT can be found in the [Academic Calendar](#). More information about the ELPT can be found on the [Global Campus website](#).

- **Technology Requirement:** Students will need to have access to a computer with Internet access.

- **Foreign Language Requirement:**

As of the 2025-2026 Academic Year, new/ incoming undergraduate students are required to satisfy the Foreign Language Requirement Regulation by successfully completing one (1) foreign language course (3 credits) to meet the requirements for graduation. This can be done in the following ways:

The Global Campus option: Successfully complete the SPAN0900 - Introductory Spanish offered by The UWI Global Campus. This may be substituted for either one of the following courses:

1. FOUN1101 - Caribbean Civilization
2. FOUN1301 - Law, Governance, Economy & Society
3. FOUN1210 - Science, Medicine & Technology in Society

The self-study option: Successfully complete TWO online courses offered by The Universitat Politècnica de València (UPV). The certificate option is required OR the Student exchange and study abroad option

Important further information can be found on the [Global Campus website](#).

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| The BSc Sociology (Marketing) Programme's Pre-requisites for Matriculation                                                                                                                                                                                                                       |                                                   |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------|--------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| COURSE CODE                                                                                                                                                                                                                                                                                      | COURSE NAME                                       | SEMESTER     | PRE-REQUISITES & TIPS                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                            |
| <b>LEVEL 1</b>                                                                                                                                                                                                                                                                                   |                                                   |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| <i>All new students should plan to take the Level 1 courses in the sequence given below. To ensure proper sequencing of courses and fulfill pre-requisite requirements for Level 2 courses, you are advised to consider completing your core courses and foundation courses during year one.</i> |                                                   |              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| FOUN1001                                                                                                                                                                                                                                                                                         | English for Academic Purposes                     | 1, 2, Summer | <p>ELPT – English Language Proficiency*</p> <p>With effect from Academic year 2019-2020, all newly admitted students to the University of the West Indies will be required to register for the required Foundation Course in Academic Literacies (unless otherwise exempted) as part of their Level One undergraduate degree programme. Part- time students will be required to register for this course during the first year of their registration.</p> <p>* If your Offer Letter from Admissions indicates that you are required to take the ELPT then you must first pass this Pre- requisite test before you are allowed to do FOUN1001.</p> <p><b>TIP:</b> If you already passed the ELPT, you should register for FOUN1001 in Semester 1. To move on to Level 2 courses, students must successfully pass this course.</p> |
| FOUN1101                                                                                                                                                                                                                                                                                         | Caribbean Civilization                            | 1, 2, Summer | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| FOUN1501                                                                                                                                                                                                                                                                                         | Foundation For Learning Success                   | 1, 2         | <p>None</p> <p><b>TIP: We recommend that you take this course in Semester 2.</b></p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| SOWK1001                                                                                                                                                                                                                                                                                         | Introduction to Social Work                       | 1, 2         | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| PSYC1001                                                                                                                                                                                                                                                                                         | Introduction to Psychology                        | 1, 2         | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| SOCI1002                                                                                                                                                                                                                                                                                         | Introduction to Sociology                         | 1, 2         | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| MGMT1001                                                                                                                                                                                                                                                                                         | Principles of Management                          | 1, Summer    | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| SOCI1004                                                                                                                                                                                                                                                                                         | Logic of Social Inquiry                           | Summer       | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| ECON1010                                                                                                                                                                                                                                                                                         | Mathematical Thinking and Introductory Statistics | 2, Summer    | CXC-CSEC (General Proficiency) Mathematics OR MATH0900 OR ECON1003 Mathematics for Social Sciences I                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| GOVT1000                                                                                                                                                                                                                                                                                         | Introduction to Political Analysis                | Summer       | None                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |

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| LEVEL 2                                                                                                                                                                               |                                              |           |                                                                                                                                                                                                                                                                           |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <i>To ensure proper sequencing of courses and fulfil pre-requisite requirements for Level 3 courses, you are advised to complete the level 2 courses in the sequence given below.</i> |                                              |           |                                                                                                                                                                                                                                                                           |
| SOCI2000                                                                                                                                                                              | Classical Social Theory                      | 1         | None                                                                                                                                                                                                                                                                      |
| SOCI2035                                                                                                                                                                              | Research Methods in the Behavioural Sciences | 1         | None                                                                                                                                                                                                                                                                      |
| MKTG2001                                                                                                                                                                              | Principles of Marketing                      | 1, 2      | None                                                                                                                                                                                                                                                                      |
| ECON2027                                                                                                                                                                              | Intermediate Statistics                      | 2         | ECON1005 Introductory Statistics OR<br>ECON1010 Mathematical Thinking and Introductory Statistics                                                                                                                                                                         |
| MKTG2005                                                                                                                                                                              | Marketing Research & Forecasting             | 2         | None                                                                                                                                                                                                                                                                      |
| SOCI2036                                                                                                                                                                              | Ethical Literacy in Behavioural Sciences     | 2         | None                                                                                                                                                                                                                                                                      |
| SOCI2001                                                                                                                                                                              | Modern Social Theory                         | Summer    | SOCI2000                                                                                                                                                                                                                                                                  |
| SOCI2006                                                                                                                                                                              | Qualitative Research Methods                 | 2         | None                                                                                                                                                                                                                                                                      |
| SOCI2037                                                                                                                                                                              | Principles of Sustainable Development        | Summer    | None                                                                                                                                                                                                                                                                      |
| LEVEL 3                                                                                                                                                                               |                                              |           |                                                                                                                                                                                                                                                                           |
| <i>To ensure proper sequencing of courses, you are advised to complete the courses in the sequence given below.</i>                                                                   |                                              |           |                                                                                                                                                                                                                                                                           |
| SOCI3050                                                                                                                                                                              | Family Sociology                             | 1         | None                                                                                                                                                                                                                                                                      |
| SOCI3000                                                                                                                                                                              | Research Study 1 & 2                         | 1, 2      | <b>This is a 6-credit year-long course for Semester I &amp; II. You MUST register in Semester I first. Then reregister in Semester II.</b><br><br><b>It is HIGHLY RECOMMENDED that you pursue SOCI2006 (Qualitative Research Methods) before you attempt this course.</b> |
| MKTG3070                                                                                                                                                                              | Consumer Behaviour                           | 1, Summer | MKTG2001                                                                                                                                                                                                                                                                  |
| MKTG3001                                                                                                                                                                              | International Marketing Management           | 1, Summer | None                                                                                                                                                                                                                                                                      |
| MKTG3010                                                                                                                                                                              | Integrated Marketing Communication           | 2         | MKTG2001                                                                                                                                                                                                                                                                  |
| SOCI3028                                                                                                                                                                              | Caribbean Social Structure                   | Summer    | None                                                                                                                                                                                                                                                                      |
| SOCI3049                                                                                                                                                                              | Social Development                           | Summer    | None                                                                                                                                                                                                                                                                      |
| <b>ELECTIVES</b>                                                                                                                                                                      | <b>ELECTIVES Semesters 1, 2 &amp; Summer</b> |           | <b>The total number of elective courses you can choose for this programme = 3 courses, which equates to 9 credits.</b>                                                                                                                                                    |
| MGMT2021                                                                                                                                                                              | Business Law                                 | 1, Summer | None                                                                                                                                                                                                                                                                      |
| MKTG3012                                                                                                                                                                              | B2B Organizational Marketing                 | 1         | MKTG2001                                                                                                                                                                                                                                                                  |

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|          |                                                 |        |      |
|----------|-------------------------------------------------|--------|------|
| SOCI3035 | Caribbean Social Problems                       | 1      | None |
| SOCI3044 | Evaluation of Social Problems                   | 2      | None |
| SOCI3008 | Industrial Sociology<br>1: Theories & Practices | Summer | None |
| MGMT3065 | Managing Organizational Change                  | Summer | None |

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