



PROGRAMME ADVISING

BSc Sociology (Marketing)

ACADEMIC YEAR
2024/2025



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 2020/2021 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

- **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, which is offered in semesters 1, 2, and summer.
- **English Language Requirements:** The English Language Proficiency Test (ELPT) is used to assess whether applicants to the Undergraduate programmes possess a satisfactory level of writing and reading proficiency in English for university academic purposes. ELPT is a pre-requisite for FOUN1001: English

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for Academic Purposes. ELPT is a pre-requisite for FOUN1001: English for Academic Purposes for those who have not achieved a Grade I in CSEC English or its equivalent.

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

The BSc Sociology (Marketing) Programme's Pre-requisites for Matriculation			
COURSE CODE	COURSE NAME	SEMESTER	PRE-REQUISITES & TIPS
LEVEL 1			
<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>TIP: 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>TIP: We recommend that you take this course in Semester 2.</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 <i>OR</i> MATH0900 <i>OR</i> 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 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	This is a 6-credit year-long course for Semester I & II. You MUST register in Semester I first. Then reregister in Semester II. It is HIGHLY RECOMMENDED that you pursue SOCI2006 (Qualitative Research Methods) before you attempt this course.
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
ELECTIVES	ELECTIVES Semesters 1, 2 & Summer		The total number of elective courses you can choose for this programme = 3 courses, which equates to 9 credits.
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 1: Theories & Practices	Summer	None
MGMT3065	Managing Organizational Change	Summer	None

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