



**THE UNIVERSITY OF THE WEST INDIES**  
GLOBAL CAMPUS  
JAMAICA EASTERN  
CAMP ROAD

# Marketing

**For Whom:**

Persons in Marketing or other related positions within their organization, or persons wishing to pursue a career in Marketing.

**Entry Requirements:**

4 O'Level / CXC passes

- Fundamentals of Marketing
- Law of Contract
- Economics
- Statistics
- Consumer Psychology

Duration: One Year (3 Terms)

Contact Hours: 90

Credits: 9

*This course along with (4) O' Level / CXC General Proficiency passes assist you in qualifying for UWI Matriculation.*

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