

Bachelor of Business Administration

Concentration in Marketing

**CMA-Aligned | AI-Embedded |
CAA Accredited**

*Future-Ready | Industry-Aligned |
GCC-Focused | Dubai*



120

Credit Hours



4

Years



CAA

Accredited



AI

Embedded



100%

Internship



CMA

Aligned

Programme Overview

The Bachelor of Business Administration in Marketing

At Jumeira University is a dynamic, 120-credit-hour undergraduate program that prepares students to become the strategic marketers, brand architects, and data-driven marketing leaders that the modern economy demands. Anchored in the vibrant commercial ecosystem of Dubai — one of the world's most competitive and innovation-rich business environments — this program fuses classical marketing excellence with Artificial Intelligence capability, digital fluency, and global market intelligence.

Designed in alignment with the Chartered Marketing Analyst (CMA) professional framework and fully accredited by the Commission for Academic Accreditation (CAA), the program equips graduates with the theoretical foundations and practical competencies to lead marketing functions in local, regional, and international organisations. Marketing is no longer a function of creativity alone — it is a discipline increasingly powered by data, AI, and real-time consumer insight. JU's BBA Marketing program ensures graduates are proficient in both the art and the science of modern marketing.

The curriculum blends core business management foundations with specialised marketing expertise — spanning market research, branding, digital marketing, consumer behaviour, campaign strategy, and social media analytics. Students master the tools needed to connect with audiences in an AI-driven world, with an emphasis on both creativity and data-informed decision making. Upon completion, graduates are equipped for roles as marketing coordinators, brand managers, digital strategists, and more — or to pursue industry certifications such as Google Analytics, HubSpot, and advanced marketing analytics credentials.



Degree

Bachelor of Business Administration (BBA)



Concentration

Marketing



Accreditation

Commission for Academic Accreditation (CAA)



Duration

4 Years | Full-Time/
Part Time



Total Credit Hours

120 Credit Hours



Location

Latifa Bint Hamdan Street,
Exit #24, Al-Khail Street,
Dubai, UAE



Language:
English

Admissions: Enrollment@ju.ac.ae | +971 52 806 3270

Why Study BBA Marketing at Jumeira University?

Marketing has undergone a seismic transformation in the past decade. The rise of AI-powered consumer analytics, programmatic advertising, personalization at scale, and real-time social intelligence has fundamentally changed what marketing professionals must know and do. A traditional marketing degree is no longer sufficient preparation for the careers that await ambitious graduates. Jumeira University's BBA Marketing (CMA-Aligned) program was designed for the profession as it exists today — and as it will continue to evolve.



CMA-Aligned Professional Framework

The program is structured in alignment with the Chartered Marketing Analyst (CMA) competency framework, providing students with a robust academic foundation that supports their progression toward internationally recognized professional marketing credentials. Graduates enter the professional pathway with advanced standing and deep domain knowledge across brand management, digital marketing, consumer behavior, market research, and corporate marketing strategy.



AI-Embedded Learning Ecosystem

AI is embedded throughout the student learning experience at Jumeira University. Students engage with adaptive learning technologies, AI-powered academic support tools, AI-embedded assessments, and domain-specific AI applications relevant to the marketing profession — ensuring every graduate is fluent in the AI tools and workflows that employers prioritize.



The Dubai Advantage

Dubai is a global marketing laboratory. Home to some of the world's most sophisticated retail environments, ambitious brand campaigns, thriving e-commerce platforms, and a multicultural consumer base of over 200 nationalities, Dubai offers marketing students an unparalleled living classroom. Proximity to organisations driving the future of GCC consumer engagement — from EMAAR and Noon to global agencies and FinTech disruptors — means JU students study marketing where it is being reinvented.

Dubai & UAE Advantage	Ranking / Indicator
Global Future Opportunities Index 2024	Dubai ranked 4th globally
IMD World Competitiveness Yearbook 2024	UAE ranked 7th globally
Global Talent Competitiveness Index 2023	UAE ranked 22nd globally
Global Safety Rankings	Dubai ranked among top 10 safest cities worldwide
Innovation & Entrepreneurship	UAE excels in responding to change and supporting business growth
Cultural Diversity	200+ nationalities — unmatched multicultural marketing environment



Real-Time Global Project Exposure

JU students do not wait until graduation to work on real marketing challenges. From Year 1, the program embeds international marketing campaigns, global brand strategy projects, AI-enhanced consumer analytics initiatives, and cross-border market research projects into the academic experience. Graduates enter their first role with a portfolio of real professional work — a distinction that matters decisively in competitive hiring.



Industry Certifications

Students build a portfolio of industry-recognized certifications across all four years — validated credentials that signal readiness, analytical capability, and professional ambition to employers at every stage of the hiring process. These include digital marketing, analytics, AI marketing, and customer experience certifications woven into the program as embedded career accelerators.



100% Guaranteed Internship

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Accessible Investment

Tuition is AED 49,500 per year (based on 15 credits per semester), with semester-by-semester payment plans available. A one-time admission fee of AED 1,500 applies. JU offers a comprehensive scholarship programme including Academic Achievement, Scientific Research, Family, and Early Admission scholarships. Contact Enrollment@ju.ac.ae for details.

Program Objectives & Graduate Attributes

The BBA Marketing (CMA-Aligned) program at Jumeira University is designed to produce graduates who demonstrate mastery across five critical dimensions: marketing knowledge, professional competency, AI literacy, global awareness, and creative leadership.

Program Learning Outcomes (PLOs)

Upon successful completion of the program, graduates will:

PLO	Outcome
 PLO 1	Demonstrate comprehension of business management concepts, principles, and theories.
 PLO 2	Apply analytical and critical thinking skills to solve business problems.
 PLO 3	Analyze business issues and identify emerging technological solutions for ethical business decision-making.
 PLO 4	Employ collaborative skills in team settings to achieve synergistic outcomes.
 PLO 5	Examine global business trends and practices.
 PLO 6	Evaluate business scenarios for sustainability.
 PLO 7	Communicate persuasive, coherent arguments through written and oral methods for addressing diverse groups.
 PLO 8	Develop entrepreneurial and innovative approaches for business opportunities.
 PLO 9	Formulate and implement solutions to various business issues in their relevant specializations.

Graduate Attributes

Attribute Dimension	What JU Builds
Building Knowledge & Understanding	> Analytical knowledge of marketing principles, consumer behaviour, brand strategy, and digital marketing disciplines; capacity for evidence-based research.
Building Interactive Personality & Societal Values	> Skills to combine authenticity and modernity in dealing with contemporary marketing challenges and serving society effectively.
Building Self-Skills	> Personal and professional skills to navigate a dynamic, multicultural working environment with confidence and adaptability.
Building Professional Skills	> Professional marketing competencies grounded in ethics, equipped with modern communication tools and AI-enhanced marketing capabilities to meet labour market needs.

Marketing-Specific Competencies

- Apply advanced principles of brand strategy, digital marketing, consumer behaviour, and corporate communication to real-world organisational challenges.
- Design, execute, and evaluate digital marketing campaigns across multiple platforms and channels.
- Apply marketing analytics, data visualisation, and Business Intelligence tools to extract actionable consumer insights.
- Critically evaluate and apply AI tools, marketing automation, and data platforms within the marketing domain.
- Lead brand communication initiatives with cultural intelligence, creative vision, and evidence-based judgement.

Future Career Landscape

Marketing is experiencing one of the most profound professional transformations in its history. The convergence of Artificial Intelligence, data analytics, social media intelligence, and hyper-personalised consumer engagement has fundamentally reshaped what it means to be a marketing professional. Students entering the marketing workforce in 2028 and beyond will navigate a landscape that is simultaneously more data-rich, more technologically complex, and more creatively demanding than any previous era.

How AI Is Transforming Marketing

AI is reshaping every dimension of marketing practice — from predictive audience segmentation and programmatic ad buying, to AI-generated content optimisation, real-time personalisation engines, and intelligent customer journey mapping. The marketing professional of the future must combine creative strategic thinking with the ability to direct, interrogate, and act on AI-generated insights. The ability to understand what AI can and cannot do — and to add distinctly human strategic value alongside it — is becoming the defining competency of a successful modern marketer.

How Consumer Engagement Is Evolving

Consumer expectations have shifted dramatically. Today's consumers expect hyper-relevant, real-time, multichannel experiences tailored to their individual preferences, behaviours, and contexts. Brands that cannot deliver personalised engagement at scale — powered by AI-driven data intelligence — risk irrelevance. Marketing professionals who understand this shift and can strategically deploy the tools to meet it are among the most sought-after professionals in the GCC and globally.



Emerging Marketing Careers

Emerging Role	What It Requires
AI Marketing Analyst	> Marketing expertise + AI tool proficiency + consumer data analytics
Marketing Automation Specialist	> CRM knowledge + automation platforms + customer journey expertise
Growth Marketing Strategist	> Data-driven experimentation + performance analytics + digital channels mastery
Customer Insights Analyst	> Consumer behaviour research + analytics tools + storytelling capability
Digital Brand Strategist	> Brand management + social intelligence + AI-enhanced content strategy
Performance Marketing Specialist	> Paid media + attribution modelling + real-time optimisation analytics
Marketing Intelligence Specialist	> Market research + BI tools + predictive consumer modelling
CX & Personalisation Strategist	> Customer experience design + AI personalisation + loyalty analytics

GCC & Global Opportunities

The GCC region is executing some of the world's most ambitious consumer economy transformation agendas. Saudi Vision 2030's entertainment and tourism initiatives, UAE's global tourism and retail leadership, and Qatar's post-World Cup brand positioning are driving unprecedented demand for sophisticated marketing professionals. Global opportunities are equally strong, with demand for AI-enabled marketing professionals growing rapidly across the UK, EU, Singapore, and North America.

AI-Embedded Learning Ecosystem

At Jumeira University, AI integration in the BBA Marketing program is foundational — woven into how students learn, how they are assessed, and how they apply their knowledge in real professional contexts. This ensures graduates do not merely know about AI in marketing theory; they have practised working with AI tools throughout their four-year academic journey.

Three-Tier AI Literacy Programme

All BBA Marketing students complete a structured, three-tier AI Literacy Programme developed and delivered by academic and practitioner AI experts. This programme builds AI capability progressively throughout the four-year student journey:

<p>Tier 1</p>	<p>Beginner Target: Year 1</p> <ul style="list-style-type: none"> • AI fundamentals • Responsible AI use • AI ethics • AI in marketing and daily professional life • AI governance and policy
<p>Tier 2</p>	<p>Intermediate Target: Year 2</p> <ul style="list-style-type: none"> • Prompt engineering for marketing • AI tools in digital marketing and analytics • critical evaluation of AI-generated content and campaigns
<p>Tier 3</p>	<p>Advanced Target: Years 3–4</p> <ul style="list-style-type: none"> • AI applications in marketing intelligence • AI-driven consumer research • building AI-augmented marketing strategies • AI leadership

AI Across the Learning Experience

Jumeira University's AI-integrated teaching and learning infrastructure ensures all curriculum delivery, academic interaction, learning analytics, and AI-enabled educational activities support a personalised and high-impact student journey. For marketing students, this includes:



Adaptive learning pathways that adjust content and pacing based on individual student performance and learning patterns.



AI-powered academic support tools supplementing faculty in marketing analytics, research methodology, and brand strategy modules.



Real-time learning analytics enabling faculty to monitor engagement and comprehension at the individual and cohort level.



AI-generated case summaries, campaign review tools, and personalised revision aids tailored to each module's learning outcomes.



Writing and accessibility support tools — critical for students developing professional marketing communication skills.



Intelligent content recommendation curating industry-relevant reading lists, campaign examples, and market research resources.

AI-Embedded Assessment Strategy

Every programme incorporates AI-embedded assessment components. The Final Year BA Project requires demonstrable AI integration, including a structured reflective component using the Gibbs Reflective Framework. Marketing students practise reflecting on their AI-augmented decision making — preparing them for the critical thinking expected of senior marketing professionals.

Domain-Specific AI in Marketing

The College of Business ensures BBA Marketing students engage with marketing-specific AI tools, datasets, and methodologies throughout their degree. Domain applications include:

- Predictive audience analytics tools used in digital advertising and social media strategy.
- AI-powered brand sentiment analysis and social listening platforms.
- Automated content generation and campaign optimisation tools used in performance marketing.
- Business intelligence dashboards and marketing analytics platforms for real-time performance monitoring.
- Guest practitioners from Dubai's marketing, advertising, and digital sectors delivering applied AI sessions.

Why Employers Seek AI-Enabled Marketing Professionals

Leading employers — from global advertising agencies and e-commerce platforms to GCC retail giants and UAE government marketing functions — are actively seeking marketing graduates who understand how to work with AI. JU graduates arrive having used AI tools throughout their degree, earned verified AI literacy credentials, and applied AI to real marketing projects. This distinction is increasingly decisive in UAE and GCC graduate recruitment.

Industry Certifications & Career Accelerators

Alongside the BBA degree and CMA-aligned academic knowledge, Jumeira University students build a portfolio of industry-recognized professional certifications that validate their practical skills to employers. These certifications are embedded career accelerators — woven into the four-year academic journey and awarded at key milestones. They are not optional extras; they are structural components of the graduate employability architecture.

Certification Option	Focus Area	Year / Stage	Employer Value
Digital Marketing Certification	Digital Marketing Foundations	Year 2	Validates core digital marketing competency — an increasingly standard employer baseline requirement.
Marketing Analytics Certification	Data-Driven Marketing	Year 2–3	Confirms analytical capability in campaign performance measurement and optimisation.
AI Marketing Certification	AI in Marketing Practice	Year 3	Demonstrates AI-enabled marketing professional status for senior role competitiveness.
Customer Experience Certification	CX & Consumer Engagement	Year 3–4	Validates strategic CX design capability valued across retail, digital, and service industries.
AI Literacy Certificate — Beginner	AI Foundations	Year 1	Awarded on completion of Tier 1 AI Literacy Programme.
AI Literacy Certificate — Intermediate	Applied AI in Marketing	Year 2	Awarded on completion of Tier 2 AI Literacy Programme.
AI Literacy Certificate — Advanced	AI Leadership in Marketing	Year 3–4	Awarded on completion of Tier 3 AI Literacy Programme.
Employer Readiness Certification	Full Career Preparation	Year 4 / Graduation	Awarded on completion of all employability requirements: internship, bootcamps, and career modules.

How Certifications Are Delivered

Certifications are integrated into the academic calendar at appropriate credit-hour milestones, ensuring they reinforce and complement the core curriculum rather than competing with academic study time. Students are supported by dedicated industry partnership advisors and career services staff to prepare for, register, and complete each certification pathway. The cumulative certification portfolio is part of every JU graduate's formal professional record.

Why Certifications Matter to Employers

In the UAE and GCC graduate market, academic credentials alone are no longer sufficient. Employers increasingly expect entry-level marketing candidates to demonstrate validated, tool-specific competencies before their first day. JU's certification framework ensures graduates enter recruitment processes with a credential portfolio that signals professional readiness, reduces onboarding cost, and demonstrates initiative — all qualities that accelerate hiring decisions in their favour.



Global Projects & Experiential Learning

Alongside the BBA degree and CMA-aligned academic knowledge, Jumeira University students build a portfolio of industry-recognized professional certifications that validate their practical skills to employers. These certifications are embedded career accelerators — woven into the four-year academic journey and awarded at key milestones. They are not optional extras; they are structural components of the graduate employability architecture.

Real-Time Global Project Exposure

- International Marketing Campaigns: Students develop and present full marketing campaign strategies for real international brands and markets, receiving feedback from industry practitioners alongside academic faculty.
- Global Brand Strategy Projects: Faculty-curated projects drawn from multinational brands, GCC retail leaders, global luxury companies, and UAE-listed entities form the basis of brand strategy assessments.
- Industry Consulting Challenges: Selected students engage in structured consulting partnerships with industry organisations, applying market research, digital strategy, and campaign analytics in live business contexts.
- Cross-Border Market Research Initiatives: Students design and execute consumer research across multiple cultural markets, developing international research methodology and cross-cultural consumer insight.
- AI-Enhanced Marketing Analytics Projects: Applying AI tools and data platforms to real consumer datasets — producing the analytical deliverables that modern marketing employers value most.
- Global Virtual Consulting Projects: Through international partner networks, students collaborate with peers and professionals across countries, simulating the experience of working in global marketing teams on live brand challenges.

Capstone Project: BA Project (BU 490)

The Year 4 BA Project is the culmination of the JU experiential learning journey. Each student produces a professionally structured marketing research or consultancy project in their concentration area, incorporating AI-enhanced research methodologies, consumer analytics, and structured reflective practice using the Gibbs Reflective Framework. Projects are assessed by both academic faculty and industry practitioners.

Future Skills Bootcamps







- Digital Marketing & Social Media Strategy Bootcamp (Year 2)
- AI Tools for Marketers Bootcamp (Year 2–3)
- Brand Leadership & Marketing Communication Bootcamp (Year 3)
- Career Accelerator Bootcamp: Interview, Portfolio, and Professional Presence (Year 4)

Guaranteed Internship Pathway

100% Guaranteed Internship

Every eligible student is provided with internship opportunities through JU's industry ecosystem, ensuring practical workplace exposure and industry alignment prior to graduation

The BA Internship (BU 499) is a formal 3-credit-hour program requirement completed after 90 credit hours. It is fully supported by JU's industry partnerships team and career services infrastructure, ensuring every eligible student secures a relevant, high-quality marketing internship placement before graduation.

Benefit		What It Delivers for Students
	Workplace Readiness	Real-world exposure to professional marketing environments – eliminating the experience gap that affects most first-time jobseekers.
	Professional Networking	Direct relationships with marketing professionals, brand managers, agency leaders, and hiring managers who can become references, mentors, or future employers.
	Industry Exposure	Understanding of how marketing theories, digital strategies, and brand frameworks operate in live organisational contexts.
	Employability Development	Documented, verifiable professional experience on the graduate CV – increasingly decisive in GCC and global marketing recruitment.
	Career Acceleration	Many students convert internships into direct employment offers, dramatically accelerating their transition from student to professional.
	CMA Practical Experience	Internship experience contributes toward CMA practical experience requirements, supporting professional qualification progression.

Career Opportunities

Graduates of the BBA Marketing (CMA-Aligned) program are positioned for a wide spectrum of career opportunities across the UAE, GCC, and global markets. Drawing on the program's own career prospects data, graduates of the BBA Marketing concentration excel as content strategists, social media managers, advertising executives, SEO specialists, product managers, international marketing specialists, and marketing consultants — across sectors ranging from retail and e-commerce to financial services, hospitality, technology, and government.

Career Role	Sector	AI-Enhanced Dimension
Marketing Executive	Corporate Marketing, Consumer Goods, Services	AI-assisted campaign planning, automated performance reporting.
Digital Marketing Specialist	Digital Agencies, E-Commerce, Technology	Programmatic advertising, AI-optimised SEO/SEM, automated A/B testing.
Brand Executive / Brand Manager	FMCG, Luxury, Retail, Financial Services	AI-powered brand sentiment monitoring, social listening, brand health dashboards.
Content Strategist	Digital Agencies, Media, E-Commerce	AI-augmented content generation, SEO intelligence, content personalisation.
Social Media Manager	Agencies, Corporate, Media	AI-powered content scheduling, audience intelligence, sentiment analysis.
Marketing Analyst	Corporate, Agency, Consulting	AI-enhanced data analysis, attribution modelling, predictive performance forecasting.
Market Research Analyst	Research Agencies, Corporate Strategy	AI-assisted survey design, automated data synthesis, consumer insight modelling.
SEO Specialist	Digital Agencies, E-Commerce	AI-driven keyword intelligence, automated content optimisation, SERP analytics.
Customer Experience (CX) Specialist	Retail, Banking, Hospitality, Technology	AI-driven journey mapping, personalisation engines, predictive loyalty analytics.
Growth Marketing Specialist	Start-ups, E-Commerce, Technology	Data-driven experimentation, funnel analytics, AI-optimised acquisition channels.
Product Marketing Executive	Technology, FMCG, Financial Services	AI-assisted go-to-market planning, competitive intelligence, launch analytics.
Advertising Executive	Advertising Agencies, Media Houses	AI-powered ad targeting, creative performance analytics, programmatic strategy.
Marketing Consultant	Management Consulting, Boutique Advisory	Strategic marketing advisory with AI-enhanced market intelligence.

Career Role	Sector	AI-Enhanced Dimension
International Marketing Specialist	Multinationals, Export Companies, GCC Brands	Cross-cultural campaign management, multi-market data analytics, localisation strategy.
Public Relations Executive	PR Agencies, Corporate Communications	AI-powered media monitoring, reputation analytics, crisis detection systems.
AI Marketing Analyst	Data & Analytics Functions	Specialist AI tools for consumer segmentation, predictive modelling, campaign intelligence.
Marketing Automation Specialist	CRM, Lifecycle Marketing, E-Commerce	Automated marketing workflows, intelligent nurture sequences, personalisation platforms.
Customer Insights Analyst	Retail, Banking, Consumer Goods	AI-driven consumer data analysis, insight synthesis, evidence-based marketing strategy.
Digital Growth Strategist	Technology, E-Commerce, Digital Agencies	Full-funnel growth strategy, AI-enhanced channel optimisation, performance marketing leadership.
Marketing Intelligence Specialist	Corporate Strategy, Research	Market intelligence synthesis, competitive analytics, AI-powered strategic foresight.

Graduate Salaries & Market Demand

Graduates of the BBA Marketing (CMA-Aligned) program are positioned for a wide spectrum of career opportunities across the UAE, GCC, and global markets. Drawing on the program's own career prospects data, graduates of the BBA Marketing concentration excel as content strategists, social media managers, advertising executives, SEO specialists, product managers, international marketing specialists, and marketing consultants – across sectors ranging from retail and e-commerce to financial services, hospitality, technology, and government.

Real-Time Global Project Exposure

The following salary data reflects current market benchmarks for marketing graduates entering professional roles in the UAE and GCC across relevant career tracks. All figures are indicative ranges based on prevailing industry data for the Dubai and wider UAE market.

AED 8,000–12,000 Average Graduate Entry Salary <i>Marketing roles, Dubai / UAE</i>	AED 15,000–25,000 Mid-Career Marketing Manager <i>3–5 years experience, UAE</i>	AED 30,000–60,000+ Senior / Head of Marketing <i>8+ years, GCC market</i>
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Salary Benchmarks by Role — Entry Level

Role	UAE Entry Salary Range (AED/month)	With AI Skills Premium
Marketing Executive / Coordinator	AED 6,000 – 10,000	AED 8,000 – 13,000
Digital Marketing Specialist	AED 8,000 – 13,000	AED 10,000 – 16,000
Social Media Manager	AED 7,000 – 12,000	AED 9,000 – 15,000
Content Strategist	AED 7,000 – 12,000	AED 9,000 – 14,000
Marketing Analyst	AED 9,000 – 14,000	AED 11,000 – 18,000
Brand Executive	AED 8,000 – 14,000	AED 10,000 – 16,000
SEO / Performance Marketing Specialist	AED 8,000 – 14,000	AED 10,000 – 18,000
Market Research Analyst	AED 8,000 – 13,000	AED 10,000 – 16,000
Customer Experience Specialist	AED 8,000 – 14,000	AED 10,000 – 17,000
AI Marketing Analyst (Emerging)	AED 12,000 – 18,000	AED 14,000 – 22,000

Note: Salary ranges are indicative market benchmarks based on current UAE and GCC hiring data. Actual salaries vary by organisation, sector, individual performance, and specific role scope. Professionals holding additional industry certifications and demonstrable AI capability consistently command salaries at the upper end of or above these ranges.

Salary Growth Trajectory

Marketing professionals in the UAE follow one of the steepest salary growth curves of any professional discipline. Entry-level roles typically progress to mid-manager positions within 3–5 years, with salary increases of 50–100% common over that period for high-performing graduates. Senior marketing leadership roles — Head of Marketing, VP Marketing, Chief Marketing Officer — represent AED 30,000–80,000+ per month in the UAE and GCC, placing them among the highest-compensated professional tracks outside of finance and technology.

The AI Skills Premium

The data is clear: marketing professionals who enter the workforce with verified AI literacy and AI tool proficiency command a measurable salary premium from day one. According to current UAE market data, marketing graduates with demonstrated AI capability earn 15–25% more at entry level than peers without AI credentials. This premium grows over time as AI becomes a more central competency in senior marketing roles — making JU's AI-embedded program architecture a directly quantifiable financial advantage for graduates.

Market Demand — Why Marketing Talent Is In High Demand

Marketing talent is among the most sought-after professional categories in the UAE and GCC job market, driven by several converging forces:

Demand Driver	What This Means for JU Graduates
UAE's D33 Agenda	> Dubai's ambition to double its economy by 2033 requires massive investment in brand building, digital commerce, tourism marketing, and consumer experience — creating sustained demand for skilled marketers.
E-Commerce Growth	> UAE e-commerce is one of the fastest-growing in the MENA region, with platforms like Noon, Amazon.ae, and direct-to-consumer brands requiring digital marketing talent at scale.
Saudi Vision 2030 Diversification	> Entertainment, tourism, and retail expansion in Saudi Arabia is creating thousands of new marketing roles requiring GCC-market-savvy professionals.
FinTech & Banking Marketing	> Digital banking expansion across the GCC demands specialists in financial services marketing, performance marketing, and customer acquisition.
Tourism & Hospitality	> UAE's position as a global travel destination creates consistent demand for brand marketing, campaign management, and digital engagement professionals.
AI Transformation of Marketing Functions	> Organisations adopting AI marketing tools need professionals who understand both the strategy and the technology — a profile JU graduates are uniquely built to fill.
Start-up & Innovation Economy	> Dubai's growing start-up and innovation ecosystem requires growth marketers, product marketers, and digital strategists who can build brands from scratch with data-driven efficiency.

Program Return on Investment

Total 4-Year Program Investment: ~AED 198,000 (tuition) + fees

Year 1 Graduate Salary: AED 8,000–13,000/month (AED 96,000–156,000 per year)

Estimated Break-Even Point: Within 2 years of graduation

10-Year Career Earnings Potential (conservative): AED 2.5M–4.5M+

The BBA Marketing (CMA-Aligned) from Jumeira University is one of the highest-ROI professional investments available in the UAE higher education market — combining CMA-aligned credentials, AI capability, certified industry skills, and guaranteed workplace experience into a single four-year program.



Graduate Employability Advantage

A JU BBA Marketing graduate does not enter the job market as merely an academically qualified candidate. They enter as a verified, industry-ready marketing professional — with documented project experience, AI-validated credentials, internship-backed professional exposure, and a portfolio that demonstrates strategic thinking and analytical capability.

The JU Marketing Employability Ecosystem

Competency	How JU Develops It	Employer Relevance
Marketing Strategy	CMA-aligned curriculum, brand strategy projects, applied case studies	Immediate strategic contribution in marketing departments and agencies.
AI Literacy	Three-tier AI Literacy Programme, AI-embedded assessments	Growing baseline requirement in marketing recruitment across all major employers.
Data Interpretation	IT 404 Business Intelligence & Data Analytics, marketing analytics projects	Ability to extract actionable insight from consumer and campaign data — increasingly decisive.
Digital Fluency	MR 442 Digital Marketing, AI tools bootcamps, simulation projects	Proficiency in digital channels and platforms expected by virtually all marketing employers.
Brand Management	MR 443 Brand and Corporate Communication, MR 444 Corporate Marketing Strategy	Strategic brand management capability for corporate and agency environments.
Consumer Understanding	MR 103, BU 306 Consumer Behaviour, cross-border research projects	Deep consumer empathy and research-driven insight generation.
Strategic Thinking	BU 406 Business Strategy, MR 444 Corporate Marketing Strategy, capstone project	Strategic planning capability aligned to organisational objectives.
Professional Communication	BU 305 Corporate Communication, BU 240 Business Writing, presentations	Board-level and client-facing communication readiness.
Leadership & Teamwork	BU 202 Leadership, BU 204 Organizational Behavior, team projects	Marketing leadership and cross-functional collaboration capability.
Creativity & Innovation	GE 125 Entrepreneurship, creative project briefs, industry challenges	Differentiated creative capability combined with data-driven rigour.

Complete Approved Curriculum Structure

The following curriculum is the fully approved, unmodified academic structure for the BBA Marketing (CMA-Aligned) program at Jumeira University, comprising 120 credit hours across University Requirements, College Requirements, Program Requirements, and Concentration Courses.

University Requirements — 24 Credit Hours

Core Courses — 18 Credit Hours

Code	Course Title	CH	Requisites
GE 101 / GE 115	Arabic Language Communication 1 or Basic Arabic Language 1	3	None
GE 103	English Language Communication 1	3	Score 5 in IELTS or equivalent
GE 104	English Language Communication 2	3	Score 5 in IELTS or equivalent
GE 125	Fundamentals of Entrepreneurship & Innovation	3	Score 5 in IELTS or equivalent
GE 142 / GE 144	UAE Society / مجتمع الإمارات	3	Score 5 in IELTS or equivalent /None
GE 147 / GE141	Islamic Thought / الثقافة الإسلامية	3	Score 5 in IELTS or equivalent /None
Total		18	Credit Hours

University Elective Courses — 6 Credit Hours

Code	Course Title	CH	Requisites
GE 102 / GE 116	Arabic Language Communication 2 or Basic Arabic Language 2	3	None
GE 114	Principles of Research Skills	3	Score 5 in IELTS or equivalent
GE 123 / GE 107	Personal Management / الإدارة الذاتية	3	Score 5 in IELTS or equivalent / None
GE 131	Critical Thinking	3	Score 5 in IELTS or equivalent
GE 145 / GE 140	Islamic Civilization / الحضارة الإسلامية	3	Score 5 in IELTS or equivalent /None
GE 148	UAE Economy and Labour Market	3	Score 5 in IELTS or equivalent
Total		6	Credit Hours

College Requirements (48 Credit Hours)

Core Courses — 45 Credit Hours

Code	Course Title	CH	Requisites
BU 102	Principles of Management	3	12 Credits and score of 5.0 in IELTS or equivalent
MR 103	Principles of Marketing	3	12 Credits and score of 5.0 in IELTS or equivalent
AC 104	Principles of Accounting	3	MA 110 and score of 5.0 in IELTS or equivalent
IT 108	Management Information System (MIS)	3	Score 5 in IELTS or equivalent
MA 110	Probability and Statistics	3	Score 5 in IELTS or equivalent
EC 201	Macroeconomics	3	MA 110 and score of 5.0 in IELTS or equivalent
BU 202	Introduction to Leadership	3	BU 102
BU 203	Production & Operation Management	3	BU 102
BU 204	Organizational Behavior	3	BU 102
BU 205	Business Ethics	3	BU 102
EC 210	Microeconomics	3	MA 110
FN 301	Financial Management	3	AC 104
BU 303	Business Law	3	MA 110, BU 102, BU 203
BU 304	International Business Environment	3	MA 110, BU 102, BU 203
BU 305	Corporate Communication	3	BU 102, MR 103
Total		45	Credit Hours

College Elective Courses — 3 Credit Hours

Code	Course Title	CH	Requisites
BU 240	Effective Business Writing	3	GE 104
IT 300	Introduction to Artificial Intelligence	3	IT 108, MA 110
BU 306	Consumer Behaviour	3	MR 103
BU 307	Supply Chain Management	3	BU 203
BU 308	Sales and Business Development	3	BU 103
Total		3	Credit Hours

Programme Requirements (33 Credit Hours)

Core Courses — 24 Credit Hours

Code	Course Title	CH	Requisites
HR 300	Human Resource Management	3	BU 102
BU 316	Customer Relationship Management	3	MR 103
BU 403	Business Research Methodology	3	GE 114
IT 404	Business Intelligence and Data Analytics	3	MA 110
BU 405	Project Management	3	IT 108 and 45 Credits
BU 406	Business Strategy	3	MA 110, BU 102, BU 203
BU 490	BA Project	3	BU 403
BU 499	BA Internship	3	90 Credits
Total		24	Credit Hours

Programme Elective Courses — 9 Credit Hours

Code	Course Title	CH	Requisites
BU 317	Quantitative Analysis for Better Decision-Making	3	MA 110 Probability and Statistics and 45 credit hours
BU 318	Principles of Retail Management	3	BU 102, MR 103, 45 Credits
BU 319	Entrepreneurship for Small Retail Business	3	BU 102, MR 103, 45 Credits
FN 320	Introduction to Islamic Banking and Finance	3	BU 102 and 45 Credits
BU 320	Risk Management	3	BU 102, BU 205, FN 301
BU 321	Quality Management	3	BU 102 and 45 Credits
BU 422	Knowledge Management	3	IT 108 and 45 Credits
HR 414	Reward for Performance and Contribution	3	
AC 407	Audit and Assurance	3	AC 111 and BU 205
MR 327	Advertising and Promotion	3	MR 103, MR 302 (new course)
AC 322	Cost Management	3	AC 111
Total		9	Credit Hours

Concentration Courses — 18 Credit Hours

Marketing Core Courses — 15 Credits

Code	Course Title	CH	Requisites
MR 440	Applied Marketing Management	3	MR 103
MR 441	Contemporary Marketing Issues	3	MR 103
MR 442	Digital Marketing	3	MR 103
MR 443	Brand and Corporate Communication	3	MR 103
MR 444	Corporate Marketing Strategy	3	MR 103
Total		15	Credit Hours

Total Program Credit Hours

University Requirements: 24 Credit Hours

College Requirements: 48 Credit Hours

Programme Requirements: 33 Credit Hours

Concentration Courses : 18 Credit Hours

Total Programme Credits: 120 Credit Hours

Duration: 4 Years | Full Time / Part Time | CAA Accredited

AI Certifications & Project Ecosystem — Year-by-Year Map

The following framework maps all AI certifications, bootcamps, project-based learning activities, and career readiness modules to the four-year student journey. These activities are entirely complementary to the approved curriculum and do not modify or replace any formal academic component.

Year 1

AI Foundations & Marketing Literacy

Activity / Certification	Type	Description
AI Literacy Programme — Beginner Tier	AI Literacy Certification	AI fundamentals, ethics, responsible use, AI policy, and AI in everyday marketing and professional life.
AI Literacy Certificate — Beginner	Certification Award	Issued on successful completion of Tier 1 AI Literacy Programme.
Global Brand Case Study Project (Year 1)	Experiential Learning	Analysis of a real-world international brand challenge aligned to introductory marketing and management content.
Professional Skills Bootcamp: Communication & Presence	Career Readiness Module	Foundational professional communication, academic writing, and workplace presentation skills.

Year 2

Digital Skills & Certification Development

Activity / Certification	Type	Description
AI Literacy Programme — Intermediate Tier	AI Literacy Certification	Prompt engineering for marketing, AI tools in digital and analytics disciplines, critical evaluation of AI content.
AI Literacy Certificate — Intermediate	Certification Award	Issued on successful completion of Tier 2 AI Literacy Programme.
Digital Marketing Certification	Industry Certification	Core digital marketing competency certification — baseline credential for most marketing employers.
Marketing Analytics Certification	Industry Certification	Data-driven marketing performance measurement and campaign optimisation certification.
Digital Marketing & Social Media Strategy Bootcamp	Future Skills Bootcamp	Digital advertising, content strategy, social media management, and performance analytics.
AI Tools for Marketers Bootcamp	Future Skills Bootcamp	Hands-on practice with AI tools used in marketing: content generation, ad optimisation, analytics platforms.
Cross-Border Market Research Project	Industry Simulation	Consumer research across multiple cultural markets — international insight generation and strategy development.

Year 3

Industry Application & Professional Certifications

Activity / Certification	Type	Description
AI Marketing Certification	Industry Certification	AI-enabled marketing professional credential — validates advanced AI tool application in marketing practice.
Customer Experience Certification	Industry Certification	Strategic CX certification validating consumer engagement design and loyalty programme capability.
Industry Consulting Project	Real-World Project	Live marketing consulting engagement with an industry partner applying research, strategy, and analytics.
Brand Leadership & Marketing Communication Bootcamp	Career Readiness Module	Board-level brand communication, client presentation skills, and marketing leadership presence.
Global Virtual Consulting Project	Global Project Exposure	International virtual project with cross-border team addressing a live global brand or consumer challenge.

Year 4

Career Acceleration & Leadership Certifications

Activity / Certification	Type	Description
AI Literacy Programme — Advanced Tier	AI Literacy Certification	AI applications in marketing intelligence, AI-driven research, AI-augmented strategy, AI leadership.
AI Literacy Certificate — Advanced	Certification Award	Formal credential recognising advanced AI literacy — issued on completion of Tier 3 Programme.
BA Capstone Project (AI-Enhanced)	Capstone Enhancement	Final Year BA Project (BU 490) with demonstrable AI integration and Gibbs Reflective Framework component.
BA Internship (BU 499)	Guaranteed Internship	Formal credit-bearing internship through JU's industry ecosystem; contributes to CMA experience requirements.
Career Accelerator Bootcamp	Employability Module	Interview preparation, portfolio development, salary negotiation, LinkedIn strategy, employer engagement.
Employer Readiness Certification	Graduate Credential	Awarded on completion of all employability requirements: internship, bootcamps, and career readiness modules.

Industry Readiness Framework

The BBA Marketing program is structured around a progressive four-year journey from marketing foundations to career-ready professional leadership — each year with a distinct developmental purpose.

Year	Theme	Academic Focus	AI & Certification Dimension	Key Milestone
Year 1 Foundation	Marketing Foundations	University core, English, management, accounting, marketing principles, MIS, statistics, entrepreneurship, UAE context.	AI Literacy Beginner Certification. Global brand case study. Professional Skills Bootcamp.	AI Literacy Certificate — Beginner. Global Case Study Portfolio Entry.
Year 2 Skill Development	Digital & Consumer Skills	Financial Management, Business Ethics, Leadership, Economics, International Business, introductory digital marketing.	AI Literacy Intermediate Certification. Digital Marketing Certification. Marketing Analytics Certification. Two bootcamps. Cross-border market research project.	AI Literacy Certificate — Intermediate. Digital Marketing Certification. Marketing Analytics Certification.
Year 3 Industry Application	Applying Knowledge Professionally	HR Management, CRM, Business Strategy, Research Methodology, Project Management, Business Intelligence, brand and digital marketing courses.	AI Marketing Certification. CX Certification. Industry consulting project. Global virtual project. Brand Leadership Bootcamp.	AI Marketing Certification. CX Certification. Live Consulting Project Portfolio.
Year 4 Career Acceleration	Marketing Leadership & Launch	Corporate Marketing Strategy, Applied Marketing Management, BA Project, Internship, Contemporary Marketing Issues.	Advanced AI Literacy Certification. AI-enhanced capstone. Guaranteed internship. Career Accelerator Bootcamp. Employer Readiness Certification.	BBA Degree. CMA-Aligned Knowledge. Full Certification Portfolio. Employer Readiness Certification. Internship-Verified Experience.

Why This Degree Delivers Long-Term ROI

Choosing a degree is one of the most consequential investments a student and their family will make. The BBA Marketing (CMA-Aligned) from Jumeira University is engineered to deliver compounding professional value — not just immediate career entry, but a sustainable, growing career in one of the most dynamic and well-compensated professional disciplines in the global economy.

Career Sustainability in an AI-Transformed Economy

Marketing roles requiring creative strategy, consumer empathy, brand judgment, and the intelligent interpretation of AI-generated insights are precisely the roles that AI cannot easily automate. By building AI literacy alongside marketing expertise, JU ensures graduates remain relevant and valuable as the profession continues to evolve — not displaced by AI, but empowered by it.

The CMA Alignment Advantage

Alignment with the Chartered Marketing Analyst (CMA) professional framework means JU graduates can pursue internationally recognised marketing professional qualifications with significant academic preparation and potential credit recognition. CMA credentials signal analytical rigour, professional commitment, and strategic capability to employers worldwide — opening doors to senior marketing roles faster than an unaligned degree alone.

The AI Skills Advantage

AI literacy is rapidly becoming a baseline expectation in marketing recruitment — and a premium differentiator at senior levels. JU graduates arrive with three years of progressive AI skill development, verified through certifications and AI Literacy Awards. They have applied AI tools in real marketing projects, developed judgment about when and how to use AI effectively, and earned employer-readable credentials. In a competitive graduate market, this is a decisive differentiator worth an estimated 15–25% salary premium at entry level.

Global Employability

CMA alignment, AI capability, and a UAE educational background from a CAA-accredited institution create a genuinely global professional profile. JU Marketing graduates are positioned for career opportunities across the GCC, MENA, the United Kingdom, Singapore, Australia, and beyond. The combination of multicultural Dubai exposure, international project experience, and recognised professional credentials provides a career mobility that few regional universities can match.

Industry Readiness: From Day One

JU graduates have already completed real marketing projects, earned industry certifications, worked on cross-border campaigns, and served a guaranteed internship before receiving their degree. They enter the job market without the experience gap that hampers most graduate hires — and they arrive with a portfolio of work that speaks louder than academic grades alone.

Marketing Leadership Potential

The program is designed not merely to produce competent marketing practitioners, but to develop future marketing leaders. Business Strategy, Project Management, Leadership, Organizational Behavior, and Corporate Communication sit alongside marketing concentration courses — ensuring graduates possess the leadership vocabulary, business acumen, and cross-functional competency to ascend to CMO-level roles over the course of their careers.

Marketing Leadership Potential

A Jumeira University BBA Marketing (CMA-Aligned) graduate enters the workforce with: 1. A fully accredited BBA Degree — CAA-accredited, Jumeira University Dubai 2. CMA-aligned academic preparation with professional credit recognition potential 3. A portfolio of industry certifications: Digital Marketing, Marketing Analytics, AI Marketing, CX 4. Three-tier AI Literacy Certification (Beginner, Intermediate, Advanced) 5. Verified project experience through real-world and global consulting marketing projects 6. Guaranteed internship experience — documented and employer-verified 7. An Employer Readiness Certification confirming full career preparation. This is not just a degree. It is a comprehensive marketing career launch platform. Starting salary benchmark: AED 8,000–13,000/month | 10-year earnings potential: AED 2.5M–4.5M+

Testimonials



Noora Al Mazrouei

BBA in Marketing

Choosing BBA in Marketing at Jumeira University has been one of the best decisions for my future. The programme combines creativity with business strategy, allowing me to develop practical marketing skills through real-world projects and industry-focused learning. Every course has strengthened my confidence and prepared me for a dynamic marketing career.



Maha Al Suwaidi

BBA in Marketing

The learning experience at Jumeira University goes beyond the classroom. From digital marketing and consumer behaviour to branding and market research, every subject has helped me understand how modern marketing works. The supportive faculty and collaborative environment inspired me to think creatively while solving real business challenges.



Sara Al Mansoori

BBA in Marketing

What makes the BBA in Marketing programme unique is its strong focus on innovation and professional development. Through AI-enabled learning, practical case studies, and presentation opportunities, I gained valuable skills in communication, strategic thinking, and digital marketing. I feel confident and well-prepared to begin my career in the marketing industry.





That journey starts at Jumeira University.

Apply Now



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www.ju.ac.ae



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