

Bachelor of Business Administration

Concentration in Marketing

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

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



120

Credit Hours



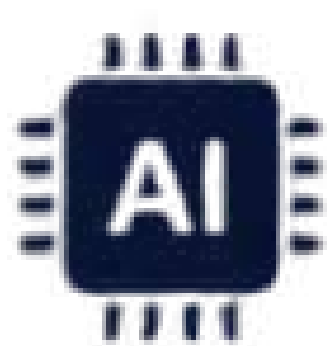
4

Years



CAA

Accredited



AI

Embedded



100%

Internship



CMA

Aligned



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.

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.

