

HE21 International Marketing

This program aims to give exposure as well as to equip the students with the knowledge in the international marketing management, global product and services marketing activities with the focus in marketing management application concerning global environment. Courses offers in the program are integrated with multimedia technology. Programme core subjects include Strategic Marketing Management, International Marketing Channel, International Marketing Communications Strategy, Brand Management and Cyber Marketing.

Course Structure

	HE21 INTERNATIONAL MARKETING PROGRAMME					
	Level 1		Level 2		Level 3	
	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
UNIVERSITI CORE COURSES (12 CREDITS)	UW00102 Ethic Relation UC0XXX2 Soft skills UC	UW00202 TITAS UE0XXX2 Soft skills UE UK0XXX2 Soft skills UK		UW00302 Introduction To Entrepreneurship		
LANGUAGE (8 CREDITS)	UXXXXX2 English/Foreign Language (EM1)	UXXXXX2 English/Foreign Language (EM2)	UXXXXX2 English/Foreign Language (EM3)	UXXXXX2 English/Foreign Language (EM4)		
CO-CURRICULUM (3 CREDITS)	EXXXXX3 Co-Curriculum					
FACULTY CORE COURSES (48 CREDITS)	GT00103 Principles of Accounting GT00503 Business Communication GT00803 Principles of Marketing GT00903 Introduction to Management	GT00703 Microeconomics GT01103 Business Law GT01203 Financial Management GT10103 Business Mathematics	GT00303 Business Statistics GT00403 Organizational Behaviour GT00603 Introduction to International Business GT01003 Macroeconomics GT20103 Consumer Behaviour	GT20203 Operations Managements GT20303 Research Method		GT30003 Strategic Management and Business Policy

PROGRAMME CORE COURSES (36 CREDITS)			GC20103 International Marketing	GC20003 Services Marketing GC20203 Product Management GC20303 Basic Multimedia	GC30103 International Marketing Channel GC30303 International Marketing Communications Strategy GC30503 Research Methodology in International Marketing GC30703 Cyber Marketing GC31403 Brand Management	GC30003 Current Issues in International Marketing GC31303 Strategic Marketing Management GC31903 E-Commerce
PROGRAMME CORE ELECTIVE (9 CREDITS)					GXXXXX3 GXXXXX3 Two elective course	GXXXXX3 One elective course
INDUSTRIAL TRAINING / DISSERTATION (6 CREDITS)						GC30006 Industrial Training / GC30106 Dissertation
TOTAL (122 CREDITS)	21 CREDITS	20 CREDITS	20 CREDITS	19 CREDITS	21 CREDITS	21 CREDITS