

**‘Competitive Locally and Globally’**

# **FACULTY OF BUSINESS, ECONOMICS AND ACCOUNTANCY**

**BACHELOR OF BUSINESS WITH HONOURS**

BPKP CODE PROGRAMME  
**HE10 Marketing**

**For further inquiries, please contact :**

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HE10 MARKETING		Year 1		Year 2		Year 3	
	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	
UNIVERSITY CORE (PPIB) (10 CREDIT HOURS)	<b>UW00102</b> Ethnic Relations <b>UC00XX2</b> KI  International Student: <b>UM00102</b> Bahasa Melayu Aras 1 (replacement for <b>UW00102</b> )	<b>UW00202</b> TITAS <b>UK00XX2</b> KI <b>UE00XX2</b> KI  International Student: <b>UM00202</b> Bahasa Melayu Aras 2 (replacement for <b>UW00202</b> )					
UNIVERSITY CORE (LANGUAGE) (8 CREDIT HOURS)	<b>UB00102</b> Communicative English Grammar Module 1 (MUET 1,2) Or Academic Reading & Writing / Eng For Research Purposes / Grammar in Context (MUET 3, 4, 5, 6)	<b>UB00202</b> Oral Comm in English Module 2 (MUET 1, 2) Or Foreign Language Elem Level 1 (MUET 3, 4, 5, 6)	<b>UB00302</b> Reading & Writing in English Module 3 (MUET 1, 2) Or Foreign Language Elem Level 2 (MUET 3, 4, 5, 6)	<b>UB00702</b> English For Occupational Purpose (MUET 1, 2) Or Foreign Language Elem Level 3 (MUET 3, 4, 5, 6)			
UNIVERSITY CORE (CO-CURRICULUM) (3 CREDIT HOURS)	<b>ECXXX3</b> Co-Curriculum						
FACULTY CORE (54 CREDIT HOURS)	<b>BT12003</b> Marketing <b>BT12303</b> Management <b>BT10903</b> Business Mathematics <b>BT11903</b> Corporate Communication	<b>BT12203</b> Business Accounting <b>BT12103</b> Financial Management <b>BT10203</b> Microeconomics	<b>BT21303</b> Organizational Behaviour <b>BT22003</b> Entrepreneurship <b>BT10403</b> Business Statistic and Economic <b>BT11703</b> Macroeconomics <b>BT20403</b> Commercial Law	<b>BT22103</b> Business Information System <b>BT21603</b> Research Methodology <b>BT22303</b> Human Resource Management	<b>BT31503</b> Business Ethics <b>BT21403</b> Operation Management	<b>BT31303</b> Strategic Management	

**Course Structure Session 2015 / 2016**

<b>HE10 MARKETING</b>						
	Year 1		Year 2		Year 3	
	Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6
<b>CORE PROGRAMME</b> (9 CREDIT HOURS)			<b>BG20103</b> Consumer Behaviour	<b>BG22303</b> Product Planning and Management	<b>BG33403</b> Strategic Marketing	
<b>COMPULSORY PROGRAMME ELECTIVES</b> (33 CREDIT HOURS)				<b>BG31203</b> International Marketing Management <b>BG31503</b> Sales Management <b>BG33203</b> Retail Marketing Management	<b>BG30503</b> Distribution Management <b>BG31903</b> Integrated Marketing Communication <b>BG31303</b> Marketing Management <b>BG32403</b> Relationship Marketing	<b>BG31103</b> Marketing Research <b>BG31803</b> Services Marketing <b>BG32503</b> Seminar in Marketing <b>BG32203</b> E-Marketing
<b>LIBERAL ELECTIVES</b> (9 CREDIT HOURS)					Elective 1 Elective 2	Elective 3
<b>PRACTICUM/ ACADEMIC EXERCISE</b> (6 CREDIT HOURS)						<b>BG30006</b> Practicum Or <b>BG30106</b> Academic Exercise
<b>TOTAL</b> (120 CREDIT HOURS)	21	19	20	20	21	21

