

Programme Name	Bachelor of Marketing
Programme Description	This key programme prepares students for a career in any of the diverse fields of marketing in industry, commerce and in not-for-profit and government organizations. The key programme focuses on the increasingly important role of marketing as the major source of organizational revenues and as a key contributor to organizational performance. Students will be exposed to the broad and dynamic field of marketing, providing knowledge which is critical to graduate capability in marketing roles in contemporary and emergent organizations.
Majors	Marketing
Minimum Requirements	Pass in year 13 (200) with pass in English (50%) & best 3 subjects
Programme Type	Degree

College of Business, Hospitality & Tourism Studies			
BACHELOR OF MARKETING			
Program Structure - with effect from 01 January, 2017			
	Unit Code	UNIT TITLE	CP
Core UNits			CP
1	MKT501	Introduction to Marketing	12
2	MKT502	Visual Merchandising II	12
3	ECN501	Macroeconomics 1	14
4	MTH507	Maths for Social Science	12
5	MKT601	Business Marketing	16
6	MKT603	Electronic Marketing	16
7	MGT601	Operations Management	16
8	MGT603	Consumer Behaviour	16
9	MKT702	Strategic Marketing	16
10	MKT701	Marketing Research	16
11	MKT703	Service Marketing	16
12	MKT704	Advertising and Public Relations	16
13	MKT705	International Marketing	16
14	LNG501	English for Academic Studies	15
THREE LEVEL 5 UNITS INCLUDING			16
			16

			12
FOUR LEVEL 6 UNITS FROM:			16
(Pre-Requisites met)			16
			16
			16
THREE LEVEL 7 UNITS FROM:			16
(Pre-Requisites met)			16
			16
			16
TOTAL CREDIT POINTS			365