

BACHELOR OF MARKETING (HONOURS)

INTRODUCTION

The Bachelor of Marketing is introduced to create managers, leaders, and professionals who are knowledgeable and skillful in business and marketing, innovative, ethical, as well as able to apply the learned knowledge and business and marketing skill. Students will get the opportunity to go through a well-organized learning module that uses various high impact teaching and learning practices such as service learning, case studies, problem based learning, and industrial attachment. This programme also provides the opportunity for students to choose a minor of their interest offered by other programmes in UUM.

CAREER PROSPECT

Graduates of this programme will have the opportunity to work as executive or marketing consultant, media and communication, product and brand management executive either in public sector or private sector

Proposed Course Registration For Bachelor of Marketing (Honours) Total Accumulated Credit Hours: 135 Credit Hours

1 st SEMESTER	CREDIT HOURS	2 nd SEMESTER	CREDIT HOURS
Islamic and Asia Civilization I	3	Computer Applications in Management	3
English Proficiency I	3	Introduction to Statistic	3
Business Accounting	3	Financial Management	3
Introduction to Entrepreneurship	3	English Proficiency II	3
Introduction to Management	3	Principle of Economics	3
Nationhood of Malaysia	3	Introduction to Marketing	3
Co-curriculum	1	Co-curriculum	1
TOTAL	19	TOTAL	19
3 rd SEMESTER	CREDIT HOURS	4 th SEMESTER	CREDIT HOURS
Ethnic Relationship	3	Industrial Marketing	3
English Proficiency III	3	Business Law	3
Introduction to Psychology	3	International Marketing	3
Marketing Management	3	Minor 1	3
Consumer Behaviour	3	Elective 1	3
Language Requirements 1	3	Language Requirements 2	3
Co-curriculum	1	Co-curriculum	1
TOTAL	19	TOTAL	19
5 th SEMESTER	CREDIT HOURS	6 th SEMESTER	CREDIT HOURS
Management Ethics	3	Salesmanship	3
Marketing Research	3	Marketing Strategy & Analysis	3
Communication Integrated Marketing	3	Minor 3	3
Service Marketing	3	Minor 4	3
Language Requirements 3	3	Elective 2	3
Minor 2	3	Elective 3	3
TOTAL	18	TOTAL	18
7 th SEMESTER	CREDIT HOURS	8 th SEMESTER	CREDIT HOURS
Marketing Seminar	3	Practicum	8
Brand Management	3		
Strategic Management	3		
Minor 5	3		
Minor 6	3		
TOTAL	15	TOTAL	8

BACHELOR OF MARKETING (HONOURS)

General Entry Requirements

1. Senior High School/Senior Secondary School/Other Certificates from the government schools with the period of at least 11 to 12 years of study from Primary to Higher Secondary (the certificate is valid for 5 years from the year of Higher Secondary Examination)

OR

any other certificate that is recognized by the Senate of the university.

2. Pass the Test of English as a Foreign Language (TOEFL) at least 500/ International English Language Testing System (IELTS) at least 5.5;

OR

obtain a certificate from any countries with English Language Education System / English Language certificate that is recognized by the Senate of the University

3. Applicant must have a credit pass in Mathematics or equivalent and English Language to apply the undergraduate programme
4. Applicant must not be less than 18 but not more than 25 years old before the deadline of application submission

Reminder

1. The university does not recognize all types of certificate issued by private schools and colleges
2. If necessary, applicants may also be required to attend an interview and/or take an entrance test conducted by the university
3. Applicants from countries which requires them to pass the university entrance examination have to submit the result of this examination together with their application forms
4. Applicants should note that the fulfilment of the minimum entrance alone does not guarantee admission to the university

* For a list of programme specific requirements, please refer to the academic admission unit of the university / school.

Fee Structure

Fees	Asean	International
	RM	RM
Registration Fee*	6080.00	6080.00
Study Fee / Semester (A)	2700.00	2900.00
Residential (B)	570.00	570.00
Student Services (C)	680.00	680.00
Total	10,030.00	10,230.00

* The fee includes registration for ELPT course, Bahasa Melayu course and English Course

Recurring Fee every semester = **RM 3950 / RM4150 (A+B+C)**

Estimated Fee for the entire course (8 semester) = RM40,000 ±

The university reserves the right to revised the fee from time to time.



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia



UUM
Universiti Utara Malaysia