

# 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 <sup>st</sup> SEMESTER	CREDIT HOURS	2 <sup>nd</sup> 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
<b>TOTAL</b>	<b>19</b>	<b>TOTAL</b>	<b>19</b>
3 <sup>rd</sup> SEMESTER	CREDIT HOURS	4 <sup>th</sup> 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
<b>TOTAL</b>	<b>19</b>	<b>TOTAL</b>	<b>19</b>
5 <sup>th</sup> SEMESTER	CREDIT HOURS	6 <sup>th</sup> 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
<b>TOTAL</b>	<b>18</b>	<b>TOTAL</b>	<b>18</b>
7 <sup>th</sup> SEMESTER	CREDIT HOURS	8 <sup>th</sup> SEMESTER	CREDIT HOURS
Marketing Seminar	3	Practicum	8
Brand Management	3		
Strategic Management	3		
Minor 5	3		
Minor 6	3		
<b>TOTAL</b>	<b>15</b>	<b>TOTAL</b>	<b>8</b>

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## General Entry Requirements

QUALIFICATION	GENERAL REQUIREMENTS
STPM	<ul style="list-style-type: none"> <li>❖ Passed Sijil Pelajaran Malaysia (SPM) with <b>Gred C</b> in <b>Bahasa Malaysia</b> and <b>pass History</b>.</li> <li>❖ <b>CGPA 2.00</b> for STPM with                             <ul style="list-style-type: none"> <li>• <b>Gred C (NGMP 2.00)</b> for <b>General Studies</b></li> <li>• <b>Gred C (NGMP 2.00)</b> in other two (2) subjects</li> </ul> </li> <li>❖ At least <b>Band 1</b> in <b>Malaysian University English Test (MUET)</b>.</li> </ul>
MATRICULATION/FOUNDATION	<ul style="list-style-type: none"> <li>❖ Passed Sijil Pelajaran Malaysia (SPM) with <b>Gred C</b> in <b>Bahasa Malaysia</b> and <b>pass History</b>.</li> <li>❖ Passed MOE Matriculation/Foundation of Science UM/ Foundation UiTM with minimal <b>CGPA 2.00</b>;</li> <li>❖ At least <b>Band 1</b> in <b>Malaysian University English Test (MUET)</b>.</li> </ul>
STAM	<ul style="list-style-type: none"> <li>❖ Passed Sijil Pelajaran Malaysia (SPM) with <b>Gred C</b> in <b>Bahasa Malaysia</b> and <b>pass History</b>.</li> <li>❖ Obtained <b>Jayyid</b> rank in <b>Peperiksaan Sijil Tinggi Agama Malaysia (STAM)</b></li> <li>❖ At least <b>Band 1</b> in <b>Malaysian University English Test (MUET)</b>.</li> </ul>
DIPLOMA/SETARAF	<ul style="list-style-type: none"> <li>❖ Passed Sijil Pelajaran Malaysia (SPM) with <b>Gred C</b> in <b>Bahasa Malaysia</b> and <b>pass History</b>.</li> <li>❖ Obtain a Diploma or equivalent qualification that is recognized by                             <ul style="list-style-type: none"> <li>i) The Malaysian government and approved by the University Senate</li> <li>ii) MQA and is recorded in MQR system</li> </ul> </li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>❖ Passed <b>Sijil Tinggi Pelajaran Malaysia (STPM)</b> with <b>CGPA 2.00</b> AND with <b>Gred C (NGMP 2.0)</b> in <b>3 subjects</b> including <b>General Studies</b></li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>❖ Passed <b>Matriculation</b> with a <b>CGPA 2.00</b></li> </ul> <p style="text-align: center;"><b>OR</b></p> <ul style="list-style-type: none"> <li>❖ Passed <b>Sijil Tinggi Agama Malaysia (STAM)</b> with at least the rank of <b>Jayyid</b></li> <li>❖ At least <b>Band 1</b> in <b>Malaysian University English Test (MUET)</b>.</li> </ul>

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

## Fee Structure

Fees	Malaysian
	RM
Registration Fee	714.00
Study Fee / Semester	550.00
Residential	375.00
Student Services	393.00
<b>Total</b>	<b>2,032.00</b>
Subsequent Semester	1,398.00



Pusat Pengajian  
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