



LIST OF COURSES FOR DIPLOMA IN MARKETING MANAGEMENT (DMM)

MQA COMPULSORY COURSES

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	CONTACT HOURS	OFFERED BY	PRE-REQUISITE
1	MQA2233 OR	BAHASA KEBANGSAAN A (FOR MALAYSIAN)	3	3	CEL	
	MQA2232	BAHASA KEBANGSAAN B (FOR INTERNATIONAL)				
2	MQA1231	MALAYSIAN STUDIES	3	3	SOSS	
3	MQA1232 OR	ISLAMIC STUDIES (FOR MUSLIM)	3	3	SOSS	
	MQA2231	MORAL STUDIES (FOR NON MUSLIM)				

TOTAL CREDIT HOURS FOR MQA COMPULSORY COURSES = 9

COLLEGE COMPULSORY COURSES

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	CONTACT HOURS	OFFERED BY	PRE-REQUISITE
1	CEL1231	INTERMEDIATE ENGLISH 1	3	3	CEL	
2	CEL1232	INTERMEDIATE ENGLISH 2	3	3	CEL	CEL1231
3	CEL2233	ADVANCED ENGLISH 1	3	3	CEL	CEL1232
4	CEL2234	ADVANCED ENGLISH 2	3	3	CEL	CEL2233
5	CEL3231	BUSINESS COMMUNICATION	3	3	CEL	CEL2234
6	ICD3221	IBADAH CAMP (FOR MUSLIM)	2		SOSS	FINAL SEMESTER
	ICD3222	INTERCULTURAL PROGRAM (FOR NON-MUSLIM)				

TOTAL CREDIT HOURS FOR COLLEGE COMPULSORY COURSES = 17

CORE COURSES

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	CONTACT HOURS	OFFERED BY	PRE-REQUISITE
1	QBA1232	BUSINESS MATHEMATICS	3	3	SOM	
2	BUS1231	INTRODUCTION TO BUSINESS	3	3	SOM	
3	BUS1234	PRINCIPLES AND PRACTICE OF MANAGEMENT	3	3	SOM	
4	DIT1231	INTRODUCTION TO IT	3	3	SICT	
5	DCT1231	COMPUTER APPLICATION	3	4	SICT	
6	DBF1231	PRINCIPLES OF ECONOMICS	3	3	SOM	
7	DOM2234	PRINCIPLES OF ACCOUNTING	3	3	SOM	
8	BUS2233	PRINCIPLES OF MARKETING	3	3	SOM	
9	BUS2236	ORGANIZATIONAL BEHAVIOUR	3	3	SOM	BUS1234
10	BUS2238	CONSUMER BEHAVIOUR	3	3	SOM	BUS2233
11	DMM2231	INTRODUCTION TO MARKETING RESEARCH	3	3	SOM	BUS2233
12	DMM2232	BUSINESS ETHICS	3	3	SOM	
13	DMM2233	SERVICE MARKETING	3	3	SOM	BUS2233
14	DMM2234	MARKETING CHANNELS	3	3	SOM	BUS2233
15	DMM3231	INTRODUCTION TO RETAILING	3	3	SOM	BUS2233
16	DMM3232	RELATIONSHIP MARKETING	3	3	SOM	BUS2233
17	DMM3233	INTEGRATED MARKETING COMMUNICATION	3	3	SOM	BUS2233
18	DMM3234	SALES MANAGEMENT	3	3	SOM	BUS2233
19	DMM3235	MARKETING MANAGEMENT	3	3	SOM	BUS1234, BUS2233
20	LAW3235	BUSINESS LAW	3	3	SOM	

TOTAL CREDIT HOURS FOR CORE COMPULSORY COURSES = 60

ELECTIVE A - TO COMPLETE ONLY ONE (1) COURSE

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	CONTACT HOURS	OFFERED BY	PRE-REQUISITE
1	IRK2231	CONCEPTS OF ISLAMIC BELIEF	3	3	SOSS	
2	IRK2232	ISLAMIC 'IBADAH	3	3	SOSS	
3	IRK2233	ISLAMIC ETHICS	3	3	SOSS	
4	IRK2235	BIOGRAPHY OF PROPHET MUHAMMAD S.A.W.	3	3	SOSS	
5	IRK2236	ASIAN CIVILIZATION	3	3	SOSS	

TOTAL CREDIT HOURS FOR ELECTIVE COURSE = 3

ELECTIVE B - TO COMPLETE ONLY ONE (1) COURSE

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	CONTACT HOURS	OFFERED BY	PRE-REQUISITE
1	ARB1231 OR	INTRODUCTION TO ARABIC LANGUAGE FOR BEGINNERS	3	3	CEL	
	ARB1232	INTRODUCTION TO ARABIC LANGUAGE				
2	MAN3231	INTRODUCTION TO MANDARIN LANGUAGE	3	3	CEL	
3	DIE3234	ENTREPRENEURSHIP	3	3	SOM	
4	DEC3233	INTRODUCTION TO E-COMMERCE	3	3	SICT	
5	DIE3231	FOUNDATIONS OF FINANCE	3	3	SOM	DOM2234

TOTAL CREDIT HOURS FOR ELECTIVE COURSE = 3

TOTAL CREDIT HOURS TO COMPLETE PROGRAMME = 92

*Note: Please be informed that student with **Matric No. 113 and above** who had been exempted from taking 'Bahasa Kebangsaan A' or/and Intermediate English 1, you **are required to replace the course** with any of elective course under your programme to earn 3 or/and 6 credit hours for the graduate requirements.

STUDY PLAN FOR DIPLOMA IN MARKETING MANAGEMENT

YEAR 1	SEMESTER 1 (LONG SEMESTER)				
	NO	COURSE CODE	COURSE NAME	CREDIT HOUR	PRE-REQUISITE
	1	CEL1231	Intermediate English 1	3	
	2	MQA1231	Malaysian Studies	3	
	3	BUS1231	Introduction to Business	3	
	4	QBA1232	Business Mathematics	3	
	TOTAL CREDIT HOURS PER SEMESTER:			12	
	SEMESTER 2 (LONG SEMESTER)				
	NO	COURSE CODE	COURSE NAME	CREDIT HOUR	PRE-REQUISITE
	5	CEL1232	Intermediate English 2	3	CEL1231
6	DIT1231	Introduction to IT	3		
7	DCT1231	Computer Application	3		
8	BUS1234	Principles and Practice of Management	3		
9	MQA1232 or MQA2231	Islamic Studies or Moral Studies	3		
TOTAL CREDIT HOURS PER SEMESTER:			15		
SEMESTER 3 (SHORT SEMESTER)					
NO	COURSE CODE	COURSE NAME	CREDIT HOUR	PRE-REQUISITE	
10	CEL2233	Advanced English 1	3	CEL1232	
11	BUS2233	Principles of Marketing	3		
12	DOM2234	Principles of Accounting	3		
TOTAL CREDIT HOURS PER SEMESTER:			9		
YEAR 2	SEMESTER 1 (LONG SEMESTER)				
	NO	COURSE CODE	COURSE NAME	CREDIT HOUR	PRE-REQUISITE
	13	CEL2234	Advanced English 2 (Compulsory to register for MUET)	3	CEL2233
	14	DBF1231	Principles of Economics	3	
	15	BUS2236	Organizational Behaviour	3	BUS1234
	16	DMM2231	Introduction to Marketing Research	3	BUS2233
	17	DMM2232	Business Ethics	3	
	TOTAL CREDIT HOURS PER SEMESTER:			15	
	SEMESTER 2 (LONG SEMESTER)				
	NO	COURSE CODE	COURSE NAME	CREDIT HOUR	PRE-REQUISITE
	18	CEL3231	Business Communication	3	CEL2234
	19	BUS2238	Consumer Behaviour	3	BUS2233
	20		Elective A (Please choose one elective from the program structure)	3	
	21	DMM2233	Service Marketing	3	BUS2233
	22	LAW3235	Business Law	3	
TOTAL CREDIT HOURS PER SEMESTER:			15		
SEMESTER 3 (SHORT SEMESTER)					
NO	COURSE CODE	COURSE NAME	CREDIT HOUR	PRE-REQUISITE	
23	DMM2234	Marketing Channels	3	BUS2233	
24	MQA2233 or MQA2232	Bahasa Kebangsaan A or Bahasa Kebangsaan B	3		
25		Elective B (Please choose one elective from the program structure)	3		
TOTAL CREDIT HOURS PER SEMESTER:			9		
YEAR 3	SEMESTER 1 (LONG SEMESTER)				
	NO	COURSE CODE	COURSE NAME	CREDIT HOUR	PRE-REQUISITE
	26	DMM3231	Introduction to Retailing	3	BUS2233
	27	DMM3232	Relationship Marketing	3	BUS2233
	28	DMM3233	Integrated Marketing Communication	3	BUS2233
	29	DMM3234	Sales Management	3	BUS2233
	30	DMM3235	Marketing Management	3	BUS1234, BUS2233
31	ICD3221 or ICD3222	Ibadah Camp or Intercultural Program	2	FINAL SEMESTER	
TOTAL CREDIT HOURS PER SEMESTER:			17		
TOTAL CREDIT HOURS				92	