

Bachelor of Marketing with Honours

The Bachelor of Marketing is introduced to create managers, leaders, and professionals who are knowledgeable and skilful 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



ENTRY REQUIREMENTS

STPM / STAM:

- **CGPA 2.75** and above
- A pass in Mathematics / Additional Mathematics in SPM
- A pass with at least **Grade C** in the following SPM subjects:
 - Prinsip Perakaunan
 - Ekonomi Asas
 - Ekonomi
 - Perdagangan
 - Perniagaan
 - Pengajian Keusahawanan
 - Physics
 - Chemistry
 - Biology
 - Lukisan Kejuruteraan
- At least **Band 2** in Malaysian University English Test (MUET) and at least **Grade C** in SPM English

Matriculation:

- **CGPA 2.75** and above
- At least **Grade C+ (2.33)** in Mathematics
- A pass in Mathematics / Additional Mathematics in SPM
- A pass with at least **Grade C** in the following SPM subjects:
 - Prinsip Perakaunan
 - Ekonomi Asas
 - Ekonomi
 - Perdagangan
 - Perniagaan
 - Pengajian Keusahawanan
 - Physics
 - Chemistry
 - Biology
 - Lukisan Kejuruteraan
- At least **Band 2** in Malaysian University English Test (MUET) and at least **Grade C** in SPM English

Foundation:

- **CGPA 2.75** and above
- At least **Grade C+ (2.33)** in Introduction to Economics / Basic Economics / Economics
- A pass in Mathematics / Additional Mathematics in SPM
- A pass with at least **Grade C** in the following SPM subjects:
 - Prinsip Perakaunan
 - Ekonomi Asas
 - Ekonomi
 - Perdagangan
 - Perniagaan
 - Pengajian Keusahawanan
 - Physics
 - Chemistry
 - Biology
 - Lukisan Kejuruteraan
- At least **Band 2** in Malaysian University English Test (MUET) and at least **Grade C** in SPM English

Diploma:

- A diploma or equivalent qualification from institutions of higher learning recognised by the Malaysian government and approved by the University Senate with at least a **CGPA of 2.75**
- At least **Band 2** in Malaysian University English Test (MUET) and at least **Grade C** in SPM English

Vocational Diploma (DVM):

- A Malaysian Vocational Diploma in the field of **Business** or relevant field recognised by the Malaysian government and approved by the University Senate with at least a **CGPA of 3.00**
- At least **Grade C** in Mathematics in SVM
- At least **Band 2** in Malaysian University English Test (MUET) and at least **Grade C** in SPM English



**Pusat Pengajian
Pengurusan Perniagaan**
SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

PROGRAMME STRUCTURE FOR BACHELOR OF MARKETING (HONS.)

The MKTG. (Hons) programme structure comprises of **SEVEN (7)** components as follow:

University Core	16 Credit Hours
English Core	9 Credit Hours
Programme Core	74 Credit Hours
Language	9 Credit Hours
Minor	18 Credit Hours
Programme Elective	6 Credit Hours
Free Elective	3 Credit Hours

University Core

Philosophy and Contemporary Issues
 Penghayatan Etika dan Peradaban
 Malaysian Nationhood Studies
 * Malay as Foreign Language I
 Introduction to Entrepreneurship
 Ko-Kurikulum
 * *International student requirement*

English Core

Students are required to sit for English language course based on MUET/IELTS/TOEFL result obtained during application. Refer [Appendix A](#)

Programme Core

Principles of Economics
 Business Accounting
 Integrated Marketing Communication
 Principles of Marketing
 Marketing Management
 Consumer Behaviour
 Marketing Research
 Marketing Analysis and Strategy
 Industrial Marketing
 Seminar in Marketing
 Service Marketing
 Brand Management
 Salesmanship
 Principles of Management
 Strategic Management
 Management Ethics
 Financial Management
 Business Law
 Introduction to Statistics
 Introduction to Psychology
 Computer Application in Management
 International Marketing
 Practicum

Language

Mandarin I
 Mandarin II
 Mandarin III
 * *Chinese literate students are required to select other language*

Minor

Students are required to select **ONE (1)** minor stream from the list in [Appendix B](#)

Programme Elective

Students are required to select **ONE (1)** elective from the following:
 New Product Development
 Sales Management
 Supply Chain Management
 Retail Management
 Electronic Marketing
 Relationship Marketing
 Advertising Management

Free Elective

Students are required to select **ONE (1)** free elective offered by other school.

PROPOSED STUDY PLAN FOR BACHELOR OF MARKETING (HONS)

Semester 1

Principles of Marketing
 English Core
 Introduction to Entrepreneurship
 Principles of Management
 Business Accounting
 Malaysian Nationhood Studies
 Ko-kurikulum

Credit Hour

3
 3
 3
 3
 3
 3
 1

Semester 2

Computer Application in Management
 Financial Management
 English Core
 Philosophy and Contemporary Issues
 Introduction to Statistics
 Principles of Economics
 Ko-kurikulum

Credit Hour

3
 3
 3
 3
 3
 3
 1

Semester 3

Marketing Management
 Language I
 Consumer Behaviour
 Introduction to Psychology
 Penghayatan Etika dan Peradaban
 English Core
 Ko-Kurikulum

Credit Hour

3
 3
 3
 3
 3
 3
 1

Semester 4

Industrial Marketing
 Business Law
 International Marketing
 Programme Elective I
 Language II
 Minor I
 Ko-Kurikulum

Credit Hour

3
 3
 3
 3
 3
 3
 1

Semester 5

Management Ethics
 Marketing Research
 Integrated Marketing Communication
 Language III
 Minor II
 Service Marketing

Credit Hour

3
 3
 3
 3
 3
 3

Semester 6

Salesmanship
 Strategy and Market Analysis
 Programme Elective II
 Free Elective
 Minor III
 Minor IV

Credit Hour

3
 3
 3
 3
 3
 3

Semester 7

Seminar in Marketing
 Strategic Management
 Brand Management
 Minor V
 Minor VI

Credit Hour

3
 3
 3
 3
 3

Semester 8

Practicum

Credit Hour

8



Programme Structure

Bachelor of Marketing (BMktg. Hons.)



Our Vision

To be an eminent school of business management

Our Mission

To advance business management knowledge and develop leaders with holistic characteristics to serve the global community

Contact Us

SCHOOL OF BUSINESS MANAGEMENT

Universiti Utara Malaysia

06010 Sintok

Kedah Darul Aman



+604 – 928 7401



+604 – 928 7422



sbm@uum.edu.my



<https://www.sbm.uum.edu.my>



School of Business Management,
College of Business UUM



sbmcob

TOP 250

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