



LIST OF COURSES FOR DIPLOMA IN MARKETING MANAGEMENT (DMM)

MPU COMPULSORY COURSES

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	OFFERED BY	GRADE
1	MPU2163 OR	MALAYSIAN STUDIES (FOR LOCAL STUDENTS)	3	SOSS	
	MPU2133	BAHASA MALAYSIA KOMUNIKASI 1 (FOR INTERNATIONAL STUDENT)		CEL	
2	MPU2213	BAHASA KEBANGSAAN A (FOR LOCAL STUDENTS WHO DO NOT	3	CEL	
	*MPU2233 OR	PRESENTATION SKILLS			
	*MPU2253	PROCESS WRITING			
3	MPU2323 OR	POLITICAL SCIENCE	3	SOSS	
	MPU2343	HUMAN RELATIONS		SOM	
4	MPU2412 OR	IBADAH CAMP (FOR MUSLIM STUDENTS)	2	SOSS	
	MPU2422	INTERCULTURAL PROGRAM (FOR NON MUSLIM STUDENTS)		SOSS	

TOTAL CREDIT HOURS FOR MPU COMPULSORY COURSES = 11

COLLEGE COMPULSORY COURSES

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	OFFERED BY	GRADE
1	CEL 1231	INTERMEDIATE ENGLISH 1	3	CEL	
2	CEL 1232	INTERMEDIATE ENGLISH 2	3	CEL	
3	CEL 2233	ADVANCED ENGLISH 1	3	CEL	
4	CEL 2234	ADVANCED ENGLISH 2	3	CEL	
5	CEL 3231	BUSINESS COMMUNICATION	3	CEL	

TOTAL CREDIT HOURS FOR COLLEGE COMPULSORY COURSES = 15

CORE COURSES

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	OFFERED BY	GRADE
1	QBA 1232	BUSINESS MATHEMATICS	3	SOM	
2	BUS 1231	INTRODUCTION TO BUSINESS	3	SOM	
3	BUS 1234	PRINCIPLES AND PRACTICE OF MANAGEMENT	3	SOM	
4	DIT 1231	INTRODUCTION TO IT	3	SICT	
5	DCT 1231	COMPUTER APPLICATION	3	SICT	
6	DBF 1231	PRINCIPLES OF ECONOMICS	3	SOM	
7	DOM 2234	PRINCIPLES OF ACCOUNTING	3	SOM	
8	BUS 2233	PRINCIPLES OF MARKETING	3	SOM	
9	BUS 2236	ORGANIZATIONAL BEHAVIOUR	3	SOM	
10	BUS 2238	CONSUMER BEHAVIOUR	3	SOM	
11	DMM 2232	BUSINESS ETHICS	3	SOM	
12	DMM 2233	SERVICE MARKETING	3	SOM	
13	DMM 2234	MARKETING CHANNELS	3	SOM	
14	DME 3234	ENTREPRENEURSHIP	3	SOM	
15	DMM 3231	INTRODUCTION TO RETAILING	3	SOM	
16	DMM 3233	INTEGRATED MARKETING COMMUNICATION	3	SOM	
17	DMM 3234	SALES MANAGEMENT	3	SOM	
18	DMM 3235	MARKETING MANAGEMENT	3	SOM	
19	LAW 3235	BUSINESS LAW	3	SOM	
20	PTD3231	PRACTICAL TRAINING	3	SOM	

TOTAL CREDIT HOURS FOR CORE COMPULSORY COURSES = 60

ELECTIVE COURSE A - TO CHOOSE ONLY ONE (1) COURSE

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	OFFERED BY	GRADE
1	IRK2231	CONCEPTS OF ISLAMIC BELIEF	3	SOSS	
2	IRK2232	ISLAMIC IBADAH		SOSS	
3	IRK2235	BIOGRAPHY OF PROPHET MUHAMMAD S.A.W		SOSS	
4	IRK2236	ASIAN CIVILIZATION		SOSS	

ELECTIVE COURSE B - TO CHOOSE ONLY ONE (1) COURSE

NO	COURSE CODE	COURSE NAME	CREDIT HOURS	OFFERED BY	GRADE
1	ARB 1231	INTRO. TO ARABIC LANGUAGE FOR BEGINNERS	3	CEL	
2	ARB 1232	INTRODUCTION TO ARABIC LANGUAGE		CEL	
3	MAN 3231	INTRODUCTION TO MANDARIN LANGUAGE		CEL	
4	DMM 3232	RELATIONSHIP MARKETING		SOM	
5	DEC 3233	INTRODUCTION TO E-COMMERCE		SICT	
6	DIE 3231	FOUNDATIONS OF FINANCE		SOM	

TOTAL CREDIT HOURS FOR ELECTIVE COURSES = 6

TOTAL CREDIT HOURS TO COMPLETE PROGRAMME = 92