

Course Structure

Bachelor of Marketing

MNU Business School



Semester 1

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	BUS103	Business Communication	-	15	1,320
CORE	MGT115	Management and Organization	-	15	1,320
CORE	MKT101	Introduction to Marketing	-	15	1,320
CORE	STA117	Business Statistics	-	15	1,245
Semester Total				60	5,205

Semester 2

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	ACC107	Management Accounting	-	15	1,320
CORE	CPT113	Multimedia Technology	-	15	1,245
CORE	ECO109	Business Economics	-	15	1,320
CORE	LAW103	Business Law	-	15	1,320
Semester Total				60	5,205

Semester 3

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	MGT215	Project Management	MGT115	15	1,320
CORE	MKT201	Marketing Management	MKT101	15	1,320
CORE	MKT213	Integrated Marketing Communication	MKT101	15	1,320
CORE	MKT215	Direct Marketing	MKT101	15	1,320
Semester Total				60	5,280

Semester 4

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	MGT217	Consumer Behavior	MKT101	15	1,320
CORE	MKT205	Marketing Research	MKT101	15	1,320
CORE	MKT217	Advertising and Promotion	MKT101	15	1,320
ELECTIVE		Elective (200 Level)	Refer below	15	1,320

Semester 5

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	BUS307	Business Research Method	STA117 & MGT115	15	1,320
CORE	MKT301	International Marketing	MKT101 & MKT201	15	1,320
CORE	MKT303	E-Marketing	MKT101 & MKT205 or BUS307	15	1,320
ELECTIVE		Elective (300 Level)	Refer below	15	1,320
Semester Total				60	5,280

Semester 6

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	MKT305	Services Marketing	MKT101	15	1,320
CORE	MKT309	Brand Management	MKT101	15	1,320
CORE	MKT311	Applied Project*	Refer below	30	2,640
Semester Total				60	5,280
Semester Total				60	5,280

Elective

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
ELECTIVE	BUS205	International Business	-	15	1,320
ELECTIVE	HRM201	Human Resource Management	-	15	1,320
ELECTIVE	ACC209	Financial Management	-	15	1,320
ELECTIVE	MKT211	Sales Management	-	15	1,320
ELECTIVE	MGT305	Strategic Management	-	15	1,320
ELECTIVE	ACC309	Corporate governance and Professional Ethics	-	15	1,320
ELECTIVE	MGT335	E-Business Management	-	15	1,320
Course Total				360	31,530

Fees stated above are tuition fees for local students. Fees for international students is twice the stated fees. All fees are quoted in MVR.

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