Course Structure

Bachelor of Marketing

MNU Business School

Semester 1

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	BUS103	Business Communication	-	15	2,100
CORE	MGT115	Management and Organization	-	15	2,100
CORE	MKT101	Introduction to Marketing	-	15	2,100
CORE	STA117	Business Statistics	-	15	1,725
Semester Total				**60**	**8,025**

Semester 2

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	ACC107	Management Accounting	-	15	2,400
CORE	CPT113	Multimedia Technology	-	15	1,725
CORE	ECO109	Business Economics	-	15	2,100
CORE	LAW103	Business Law	-	15	2,400
Semester Total				**60**	**8,625**

Semester 3

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	MGT215	Project Management	MGT115	15	2,100
CORE	MKT201	Marketing Management	MKT101	15	2,100
CORE	MKT213	Integrated Marketing Communication	MKT101	15	2,100
CORE	MKT215	Direct Marketing	MKT101	15	2,100
Semester Total				**60**	**8,400**

Semester 4

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	MGT217	Consumer Behavior	MKT101	15	2,100
CORE	MKT205	Marketing Research	MKT101	15	2,100
CORE	MKT217	Advertising and Promotion	MKT101	15	2,100
ELECTIVE		Elective (200 Level)	Refer below	15	0
Semester Total				**60**	**8,400 - 8,700**

Semester 5

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	BUS307	Business Research Method	STA117 & MGT115	15	2,100
CORE	MKT301	International Marketing	MKT101 & MKT201	15	2,100
CORE	MKT303	E-Marketing	MKT101 &MKT205 or BUS307	15	2,100
ELECTIVE		Elective (300 Level)	Refer below	15	0
Semester Total				**60**	**8,400 - 8,700**

Semester 6

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
CORE	MKT305	Services Marketing	MKT101	15	2,100
CORE	MKT309	Brand Management	MKT101	15	2,100
CORE	MKT311	Applied Project*	Refer below	30	4,200
Semester Total				**60**	**8,400**

Elective

Type	Code	Name	Prerequisites	Credit Points	Fee (MVR)
ELECTIVE	BUS205	International Business	-	15	2,100
ELECTIVE	HRM201	Human Resource Management	-	15	2,100
ELECTIVE	ACC209	Financial Management	-	15	2,400
ELECTIVE	MKT211	Sales Management	-	15	2,100
ELECTIVE	MGT305	Strategic Management	-	15	2,100
ELECTIVE	ACC309	Corporate governance and Professional Ethics	-	15	2,400
ELECTIVE	MGT335	E-Business Management	-	15	2,100
Course Total				**360**	**50,250 - 50,850**

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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