

**PROGRAM STRUCTURE
DIPLOMA IN MARKETING
KOHORT 2023**

SEMESTER	COURSE CODE	COURSE NAME	CREDIT VALUE
1	MPU21072	PENGHAYATAN ETIKA DAN PERADABAN	2
	DUE10112	COMMUNICATIVE ENGLISH 1	2
	MPU24031	SUKAN 1	1
	MPU24041	KELAB/ PERSATUAN 1	
	MPU24XX1	UNIT BERUNIFORM 1	
	DBC20022	COMPUTER APPLICATION	2
	DPB10033	BUSINESS ACCOUNTING	3
	DPB10053	MICROECONOMICS	3
DPB10063	PRINCIPLES OF MANAGEMENT	3	
TOTAL			16
2	MPU23152	PENGAJIAN ISLAM*	2
	MPU23172	NILAI MASYARAKAT MALAYSIA**	
	MPU24051	SUKAN 2	1
	MPU24061	KELAB/ PERSATUAN 2	
	MPU24XX1	UNIT BERUNIFORM 2	
	MPU22071	KURSUS INTEGRITI DAN ANTIRASUAH	1
	DPB20073	MACROECONOMICS	3
	DPB20093	BUSINESS MATHEMATICS	3
	DPM20033	FUNDAMENTALS OF MARKETINGS	3
DPM20043	EFFECTIVE PRESENTATIONS SKILLS	3	
TOTAL			16
3	DUE50132	COMMUNICATIVE ENGLISH 3	2
	DPB20082	BUSINESS COMMUNICATION	2
	DPB30093	QUANTITATIVE METHODS	3
	DPB20042	MANAGEMENT INFORMATION SYSTEM	2
	DPM30063	PRODUCT AND SERVICE MARKERING	3
	DPM30073	INTEGRATED MARKETING COMMUNICATIONS	3
	DPM30083	PRICING	3
TOTAL			18
4	DPB40113	BUSINESS ETHICS	3
	DPB40123	BUSINESS FINANCE	3
	DPB40133	BUSINESS PROCESS MANAGEMENT	3
	DPB40143	ORGANIZATIONAL BEHAVIOR	3
	DPM40113	CONSUMER BEHAVIOR	3
	DPM40123	MARKETING RESEARCH AND ANALYTICS	3
TOTAL			18
5	DPB30103	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT	3
	DPB40153	DIGITAL ENTRENRENEURSHIP	3
	DPM50143	INTERNATIONAL MARKETING	3
	DPM50153	INTRODUCTION TO RETAILING	3
	DPM50163	SALES MANAGEMENT	3
	DPM50173	MARKETING PROJECT	3
TOTAL			18
6	DUT60089	INDUSTRIAL TRAINING	9
TOTAL			9
TOTAL CREDIT VALUE			95

FREE ELECTIVES^a

NO	COURSE CODE	COURSE NAME	CREDIT VALUE
1	DUD10012	DESIGN THINKING	2
2	DPA10212	PERSONAL FINANCIAL MANAGEMENT	2

Legend

* For Muslim Students

** For Non Muslim Students

Notes

^aFree Electives are courses which are not included in any programme structure but if taken, will contribute towards students' CGPA, provided that institutions adhere to the Jabatan Pendidikan Politeknik & Kolej Komuniti Free Electives Guidelines.