

## PROGRAMME STRUCTURE FOR DIPLOMA IN MARKETING

COMPONENTS	COURSE CODE	COURSE	CONTACT HOURS			CREDIT HOURS
			L	P	T	
<b>SEMESTER 1</b>						
Compulsory	DUB1012	Pengajian Malaysia	1	0	2	2
	DUE1012	Communicative English 1	1	0	2	2
	DRB1000	Asas Unit Beruniform	0	2	0	0
Common Core	DPA1013	Fundamentals of Accounting	3	0	1	3
	DPB1013	Statistics	3	0	1	3
	DPB1023	Microeconomics	3	0	1	3
Discipline Core	DPM1013	Principles of Marketing	3	0	1	3
		<b>TOTAL</b>	<b>24</b>			<b>16</b>
<b>SEMESTER 2</b>						
Compulsory	DUA2022	Pengurusan dalam Islam*	1	0	2	2
	DUB2012	Nilai Masyarakat Malaysia**	1	0	2	2
	DRB2001	Unit Beruniform 1	0	2	0	1
	DRS2001	Sukan	0	2	0	1
Common Core	DPB2023	Macroeconomics	3	0	1	3
	DPB2033	Business Mathematics	3	0	1	3
	DPB2012	Entrepreneurship	1	2	0	2
Discipline Core	DPM2013	Integrated Marketing Communications	3	0	1	3
*Elective		Elective 1	3	0	1	3
		<b>TOTAL</b>	<b>24</b>			<b>17</b>
<b>SEMESTER 3</b>						
Compulsory	DUE3012	Communicative English 2	1	0	2	2
	DRB3002	Unit Beruniform 2	0	4	0	2
	DRK3002	Kelab / Persatuan	0	4	0	2
Common Core	DPB3063	Business Law	3	0	1	3
	DUW1012	Occupational, Safety and Health	2	0	0	2
Discipline Core	DPM3013	Sales Management	3	0	1	3
	DPM3033	Consumer Behaviour	3	0	1	3
	DPM3023	New Product Development and Branding	3	0	1	3
		<b>TOTAL</b>	<b>25</b>			<b>18</b>
<b>SEMESTER 4</b>						
Compulsory	DUE5012	Communicative English 3	1	0	2	2
Common Core	DPB5063	Digital Entrepreneurship Development	1	4	0	3
Discipline Core	DPM5023	Marketing Research	2	2	0	3
	DPM5033	Advertising	3	0	1	3
	DPM5043	Pricing	3	0	1	3
	DPM5053	Retailing	3	0	1	3
		<b>TOTAL</b>	<b>24</b>			<b>17</b>
<b>SEMESTER 5</b>						
Compulsory	DUA6022	Komunikasi dan Penyiaran Islam	1	0	2	2

COMPONENTS	COURSE CODE	COURSE	CONTACT HOURS			CREDIT HOURS
			L	P	T	
Discipline Core	DPM6013	Services Marketing	3	0	1	3
	DPM6023	Business Marketing	3	0	1	3
	DPM6033	Marketing Plan	2	2	0	3
	DPM6043	Global Marketing	3	0	1	3
		<b>TOTAL</b>	<b>19</b>			<b>14</b>
<b>SEMESTER 6</b>						
	DUT40110	Industrial Training	0	0	0	10
		<b>TOTAL</b>				<b>10</b>
<b>Elective Courses*</b>						
	DPB3013	Principles of Management	3	0	1	3
	DPR2023	Customer Service	3	0	1	3
	DPM2023	Business Presentation Skills	3	0	1	3
	DPP2013	Introduction to International Business	3	0	1	3
	DPN5043	Introduction to Financial Planning	3	0	1	3

	Total Credit	%
i. Compulsory	15	16%
ii. Common Core	25	27%
iii. Discipline Core	39	43%
iv. Elective	3	3%
v. Industrial Training	10	11%
<b>TOTAL CREDIT</b>	<b>92</b>	<b>100%</b>

	Total	%
i. Lecture	68	59%
ii. Practical (Practical + Tutorial)	48	41%
iii. Contact Hours	<b>116</b>	<b>-</b>

**Legend / Notes:**

**L** : Lecture, **P** : Practical/Lab, **T** : Tutorial, **C** : Credit

(The numbers indicated under L, P & T represent the contact hours per week, to be used as a guide for time table preparation).

\* For Muslim Students

\*\* For Non Muslim Students

Elective Courses \* : Students are required to take a minimum of 3 credits of elective courses that can be offered by the respective polytechnic

For Co-curriculum :

1. Path 1 : Sport and Club
2. Path 2 : Uniform Unit

Uniform Unit (Students who choose Uniform Unit are required to complete 5 modules for commissioning)

1. DRB1000 (Asas Unit Beruniform) is a prerequisite to DRB2001 (Unit Beruniform 1).
2. DRB2001 and DRB3002 are graded.
3. DRB5000 and DRB6000 are optional, and non-graded and audited courses with full assessment. Upon completion, students are entitled for commissioning.