

Pelan ID :	7415 - BA252 - SARJANA MUDA PEMASARAN DIGITAL (KEPUJIAN)
Sem Mula :	20204 - Session 1 2020/2021
Sem Tamat :	20224 - Session 1 2022/2023

Bil	Kod Kursus	SKeterangan Kursus	Unit Kredit	Bhg	Jenis
1	<b>ACC406</b>	INTERMEDIATE FINANCIAL ACCOUNTING AND REPORTING - 788913	3.00	1.00	B - Kursus Utama
2	<b>CTU552</b>	PHILOSOPHY AND CURRENT ISSUES - 788910	2.00	1.00	B - Kursus Utama
3	<b>ELC501</b>	ENGLISH FOR CRITICAL ACADEMIC READING - 788911	2.00	1.00	B - Kursus Utama
4	<b>HBU111</b>	NATIONAL KESATRIA I - 788909	1.00	1.00	P - Kursus Bukan Utama
5	<b>LAW448</b>	CYBER LAW FOR COMMERCE - 788907	3.00	1.00	B - Kursus Utama
6	<b>MGT420</b>	PRINCIPLES AND PRACTICE OF MANAGEMENT - 788919	3.00	1.00	B - Kursus Utama
7	<b>MKT421</b>	MARKETING CONCEPTS AND PRACTICES - 788920	4.00	1.00	B - Kursus Utama
8	<b>TAC401</b>	INTRODUCTORY ARABIC (LEVEL I) - 788912	2.00	1.00	P - Kursus Bukan Utama
9	<b>ASM452</b>	END USER APPLICATIONS - 788921	3.00	2.00	B - Kursus Utama
10	<b>ECO415</b>	ECONOMICS - 788922	3.00	2.00	B - Kursus Utama
11	<b>ELC590</b>	ENGLISH FOR ORAL PRESENTATIONS - 788918	2.00	2.00	B - Kursus Utama
12	<b>FIN420</b>	FINANCIAL MANAGEMENT - 788925	3.00	2.00	B - Kursus Utama
13	<b>HBU121</b>	NATIONAL KESATRIA II - 788916	1.00	2.00	P - Kursus Bukan Utama
14	<b>HRM533</b>	INTRODUCTION TO HUMAN RESOURCE MANAGEMENT - 788923	3.00	2.00	B - Kursus Utama
15	<b>OPM530</b>	INTRODUCTION TO OPERATIONS MANAGEMENT - 788924	3.00	2.00	B - Kursus Utama
16	<b>TAC451</b>	INTRODUCTORY ARABIC (LEVEL II) - 788917	2.00	2.00	P - Kursus Bukan Utama
17	<b>CSC441</b>	MULTIMEDIA TECHNOLOGY & APPLICATIONS - 788908	3.00	3.00	P - Kursus Bukan Utama
18	<b>CTU554</b>	VALUES AND CIVILIZATION II - 788927	2.00	3.00	B - Kursus Utama
19	<b>DGM541</b>	FUNDAMENTALS OF DIGITAL MARKETING - 788931	3.00	3.00	B - Kursus Utama
20	<b>HBU131</b>	NATIONAL KESATRIA III - 788926	1.00	3.00	P - Kursus Bukan Utama
21	<b>IMR555</b>	DEVELOPMENT OF ELECTRONIC RECORDS SYSTEMS - 788932	3.00	3.00	P - Kursus Bukan Utama
22	<b>MGT538</b>	PERSONAL DEVELOPMENT AND ETHICS - 788930	3.00	3.00	B - Kursus Utama
23	<b>MGT555</b>	BUSINESS ANALYTICS - 788929	3.00	3.00	B - Kursus Utama
24	<b>TAC501</b>	INTRODUCTORY ARABIC (LEVEL III) - 788928	2.00	3.00	P - Kursus Bukan Utama
25	<b>DGM551</b>	CONSUMER TECHNOLOGY BEHAVIOUR - 788937	3.00	4.00	B - Kursus Utama
26	<b>EET699</b>	ENGLISH EXIT TEST - 788933	0	4.00	B - Kursus Utama
27	<b>ENT530</b>	PRINCIPLES OF ENTREPRENEURSHIP - 788934	3.00	4.00	B - Kursus Utama
28	<b>ICT500</b>	CRITICAL AND CREATIVE THINKING FOR INFORMATION TECHNOLOGY SOLUTIONS - 788938	3.00	4.00	P - Kursus Bukan Utama
29	<b>MGT657</b>	STRATEGIC MANAGEMENT - 788936	4.00	4.00	B - Kursus Utama
30	<b>MKT537</b>	MARKETING RESEARCH - 788935	4.00	4.00	B - Kursus Utama
31	<b>MKT558</b>	DIGITAL MARKETING - 788939	3.00	4.00	P - Kursus Bukan Utama
32	<b>DGM611</b>	MOBILE MARKETING - 788940	4.00	5.00	B - Kursus Utama
33	<b>DGM621</b>	SOCIAL MEDIA MARKETING - 788941	4.00	5.00	B - Kursus Utama
34	<b>DGM631</b>	DIGITAL MARKETING DEVELOPMENT - 788942	12.00	5.00	B - Kursus Utama
35	<b>DGM651</b>	SOCIAL CUSTOMER RELATIONSHIP MARKETING - 788943	4.00	6.00	B - Kursus Utama
36	<b>DGM661</b>	STRATEGIC DIGITAL MARKETING - 788944	4.00	6.00	B - Kursus Utama
37	<b>DGM671</b>	DIGITAL MARKETING PROJECT - 788945	12.00	6.00	B - Kursus Utama

