INTI International College Subang
University of Hertfordshire, UK

BA (Hons) Marketing
APR 2018 Intake

Updated on 10-Apr-18

Student Name: APR 2018 INTAKE

Month/Year	Level	Sem	Subject Code	UH Code	Course Title	UH Cr Hr	INTI Cr Hr	CW/ Pratical (%)	Final Exam (%)	Status	Pre/Co Req
Apr-18	4		ENL2219	INTI Module	English for Business Studies 1	0	4	50	50	Core	-
Apr-18	4		MKT2202	4FBS1384	Principles of Marketing	15	4	100	0	Core	-
Apr-18	4		MGT2207A	4FBS1385	Professional Development for Marketers (Part A)	15	4	100	0	Core	-
Apr-18	4		MKT2204	4FBS1387	Introduction to Marketing Communications	15	4	100	0	Core	Co R: MKT2202
Aug-18	4		ENL2221	INTI Module	English for Business Studies 2	0	4	50	50	Core	Pre R: ENL2219
Aug-18	4		MKT2207	4FBS1388	Digital Marketing Essentials	15	4	100	0	Core	-
Aug-18	4		MGT2207B	4FBS1385	Professional Development for Marketers (Part B)	15	4	100	0	Core	-
Aug-18	4		MGT2206	4FBS1389	Global Perspective in Business	15	4	100	0	Elective	-
Aug-18	4		MKT2205	4FBS1390	Creativity, Technology and Innovation			100	0	Elective	Co R: MKT2202
Jan-19	4		STA2207	4FBS1383	Marketing Data Analysis	15	4	100	0	Core	-
Jan-19	4		ECO2204	4FBS1386	Economics for Business	15	4	100	0	Core	-
Apr-19	5		MKT3205	5FBS1611	Marketing for the Small Enterprise	15	4	30	70	Core	Co R: MKT2202
Apr-19	5		MKT3215	5FBS1612	Product Innovation (International)	15	4	100	0	Core	Co R: MKT2202
Apr-19	5		MKT3214	5FBS1610	Consumer Behaviour	15	4	40	60	Core	Co R: MKT2202
Apr-19	MPU		MPU3253	INTI Module	Design Thinking	0	3	70	30	MPU	With Credit in SPM BM
Apr-19	MPU		MPU3213	INTI Module	Bahasa Kebangsaan A			70	30	MPU	Without Credit in SPM BM
Aug-19	5		MGT3224	5FBS1608	Enhancing Employability in Marketing	15	4	100	0	Core	-
Aug-19	5		HRM3204	5FBS1607	Managing People	15	4	100	0	Core	-
Aug-19	5		MKT3212	5FBS1609	Strategic Marketing Planning	15	4	50	50	Core	Co R: MKT2202
Aug-19	5		MKT3221	5FBS1615	Advertising Concepts and Campaigns	15	4	40	60	Elective	Co R: MKT2202 & MKT2204
Aug-19	5		MKT3222	5FBS1616	Digital Marketing in Practice			100	0	Elective	Co R: MKT2202
Aug-19	5		STA3203	5FBS1614	Business Analysis Tools			50	50	Elective	-
Aug-19	MPU		MPU3442	INTI Module	Community Service	0	2	100	-	MPU	-
Jan-20	5		MKT3213	5FBS1613	Services Marketing	15	4	100	0	Core	Co R: MKT2202
Jan-20	MPU		MPU3113	INTI Module	Ethnic Relations	0	3	70	30	MPU	Malaysian Student
Jan-20	MPU		MPU3143	INTI Module	Malay Language			70	30	MPU	International Student
Apr-20	5		MGT3232	INTI Module	E-Portfolio and Employer Relations	0	2	100	0	Core	-
Apr-20	6		MKT4214A	6FBS1649	Managing Media & Communications (Part A)	15	4	30	70	Core	Co R: MKT2202 & MKT3212
Apr-20	6		MKT4215A	6FBS1648	Market and Social Research (Part A)	15	4	70	30	Core	Pre R: MKT2202
Apr-20	6		MKT4221	6FBS1651	Global Marketing Ethics and Culture	15	4	60	40	Core	Co R: MKT2202
Apr-20	6		MKT4223	6FBS1650	Strategic Brand Management	15	4	100	0	Core	Co R: MKT2202
Aug-20	6		MKT4214B	6FBS1649	Managing Media & Communications (Part B)	15	4	30	70	Core	Co R: MKT2202 & MKT3212
Aug-20	6		MKT4215B	6FBS1648	Market and Social Research (Part B)	15	4	70	30	Core	Pre R: MKT2202
Aug-20	6		MKT4222	6FBS1654	Advertising Strategy	15	4	30	70	Elective	Co R: MKT2202, MKT2204 & MKT3221
Aug-20	6		MKT4231	6FBS1655	Web Analytics and Social Media Monitoring			100	0	Elective	Co R: MKT2207, MKT3222
Aug-20	6		STA4201	6FBS1653	Forecasting Methods for Managers			100	0	Elective	-
Aug-20	MPU		MPU3123	INTI Module	TITAS	0	3	70	30	MPU	Malaysian Student
Aug-20	MPU		MPU3173	INTI Module	Malaysian Studies			70	30	MPU	International Student
Jan-21	6		MKT4217	6FBS1652	Contemporary Issues in Marketing	15	4	100	0	Core	-
Jan-21	MPU		MPU3343	INTI Module	Corporate Social Responsibility	0	3	70	30	MPU	-
					Total Credits	**360**	**120**				

Notes:

1) This study plan is correct at the time of printing.
2) Should you fail/defer/drop any module, a new study plan will be required.
3) Student must pass English for Business Studies 1 before progressing to Level 5.
4) Student must pass English for Business Studies 2 before progressing to Level 6.
5) Student must obtain a minimum of 90 credits in the existing level before progressing to the next level.
6) There is no transfer of credit for any MPU subjects from a lower to a higher level.
7) Should you choose not to follow your study plan including enrolling in the right MPU subjects, you will be liable for your own choice and bear the consequences and risks in the event of clash of timetable, unavailability of modules in certain semesters and delay in your Degree completion.
8) Elective classes will only be opened with a minimum enrolment of 5 students.

MPU Subjects to be completed by Malaysian and International Students

Code	Subject	Credit Hour	Malaysian Student		International Student
			With credit in SPM BM	Without credit in SPM BM	
MPU3253	Design Thinking	3	√		√
MPU3213	Bahasa Kebangsaan A	3		√	
MPU3113	Ethnic Relations	3	√	√	
MPU3123	TITAS	3	√	√	
MPU3143	Bahasa Melayu Komunikasi 2	3			√
MPU3173	Malaysian Studies	3			√
MPU3343	Corporate Social Responsibility	3	√	√	√
MPU3442	Community Service	2	√	√	√