

The Structure and the Course List of the Bachelor of Management Studies Honours in Marketing Management - *BMSHons (Mktg Mgt)*

SLQ Levels	Course Code	Course Title	Credits	
		Year One		
3	MMU3401	Marketing Management and Ethics in Marketing.	4	
	AFU3401	Introduction to Financial Accounting	4	
	OSU3401	Principles of Management	4	
	AFU3402	Microeconomics	4	
	OSU3407	Quantitative Techniques for Management	4	
	HRU3406	Human Resource Management	4	
	OSU3309	Business Communication	3	
	MMU3302	Creative Marketing	3	
		Year Two		
4	MMU4401	Consumer Behavior	4	
	AFU4401	Cost and Management Accounting	4	
	AFU4402	Macroeconomics	4	
	OSU4311	Law relating to Business Transactions	3	
	OSU4410	Business Statistics	4	
	AFU4403	Financial Management	4	
	Optional Courses (Select any 1 course) - 04 credits			
	OSU4405	Operations Management	4	
	MMU4402	Marketing Operations	4	
	Optional Courses (Select any 1 course) - 03 credits			
	OSU4309	Information Technology for Business	3	
	MMU4303	Information Technology for Marketing	3	

		Year Three		
5	MMU5401	Services Marketing	4	
	MMU5402	Brand Management	4	
	AFU5302	Managerial Economics	3	
	MMU5498	Research Methodology for Marketing Management	4	
	MMU5405	Marketing Research	4	
	MMU5497	Industrial Training	4	
	Optional Courses (Select any 1 course) - 03 credits			
	MMU5303	Modern Trade	3	
	MMU5304	Marketing Analytics	3	
	Optional Courses (Select any 1 course) – 04 credits			
	MMU5406	Customer Relationship Management	4	
	MMU5407	Sales Management	4	
		Year Four		

6	MMU6401	Integrated Marketing Communication	4
	MMU6402	Contemporary Issues in Marketing	4
	MMU6799	Research Project in Marketing Management	7
	MMU 6408	Entrepreneurial Marketing	4
	Optional Courses (Select any 1 course) – 04 credits		
	OSU6401	Strategic Management	4
	MMU6403	Strategic Marketing Management	4
	Optional Courses (Select any 1 course) – 04 credits		
	MMU6404	International Marketing	4
	MMU6405	Business to Business Marketing	4
	Optional Courses (Select any 1 course) – 03 credits		
	MMU6306	Destination Marketing	3
	MMU6307	Digital Marketing	3
	<i>*these courses are offered across the year.</i>		