

# The International University of Management Courses

## **Bachelor Honours Degree in Marketing Management (fully accredited by NQA)**

### **Year I (100 Credits)**

- MT10D1 / MTH - 1327 - Mathematics I
- BC10D1 / BAN - 1117 - Business Communication I
- CS10D1 / BIS - 1318 - Computer Studies I
- RES0D1 / FIN - 1127 - Introduction to Regional Economics (SADC)
- BS10D1 / BAN - 1116 - Business Studies I
- MS10D1 / MKM - 1137 - Marketing Studies I
- QM10D1 / MTH - 1328 - Quantitative Methods I

### **Year II (120 Credits)**

- AF10D2 / FIN - 1127 - Accounting for Managers I
- BC20D2 / BAN - 2116 - Business Communication II
- BS20D2 / BAN - 2115 - Business Studies II
- CS20D2 / BIS - 2316 - Computer Studies II
- HM10D2 / HRM - 1146 - HR Management I
- MS20D2 / MKM - 2127 - Marketing Studies II
- OB10D2 / BAN - 2118 - Organizational Behaviour I
- QM20D2 / MTH - 2327 - Quantitative Methods II

*Select one subject from the following:*

- BL10D2 / BAN - 2117 - Business Law I
- SY10D2 / BIS - 2317 - Systems Analysis I

### **Year III (120 Credits)**

- ESL0D3 / HRM - 3147 - Business Studies III: Entrepreneurial Studies and Leadership
- SMT0D3 / MKM - 3137 - Marketing Studies III: Strategic Marketing
- GAM0D3 / BAN - 3116 - Organizational Behaviour II: Governance and Management
- MSA0D3 / BAN - 3117 - Management II: Organization by structure and function

*Select one subject from the following:*

- IM30D3 / BIS - 3315 - Computer Studies III: Information Management Systems
- CF10D3 / FIN - 3127 - Corporate Finance I

### **Year IV (140 Credits)**

- CBE0D4 / MKM - 4138 - Marketing Studies IV: Consumer Behaviour
- MME0D4 / MKM - 4137 - Business Communications III: Marketing Messages
- BIB0D4 / BAN - 4119 - Business Studies IV: International Business and Marketing

*Select one field project from the following:*

- XCS0D4 / MKM - 4399 - Field Project: Marketing Case Study, OR
- XMP0D4 / MKM - 4399 - Field Project: Marketing Proposal OR
- XMROD4 / MKM - 4399 - Field Project: Market Research Exercise

### **FEES AND PAYMENT GUIDE**

Mode of payment is either in full prior to commencement or as per following terms. Handling fee, deposit, and first instalment, these are payable prior to commencement.

AMOUNT	DEPOSIT	BALANCE	INSTALLMENTS
<b><u>Year I</u></b>			
N\$ 18,200.00	N\$ 2, 184.00	N\$ 16, 016.00	N\$ 2,002.00 X 8
<b><u>Year II</u></b>			
N\$ 18,500.00	N\$ 2, 220.00	N\$ 16, 280.00	N\$ 2,035.00 X 8
<b><u>Year III</u></b>			
N\$ 18,800.00	N\$ 2,256.00	N\$ 16, 544.00	N\$ 2,068.00 X 8
<b><u>Year IV</u></b>			
N\$ 20,800.00	N\$ 2,496.00	N\$ 18, 304.00	N\$ 2,288.00 X 8

Supplementary examination fee N\$375.00 per paper.

**N.B. FOR ADDITIONAL FEES PAYABLE SEE ATTACHED FOLIO FS II  
FEES SUBJECT TO CHANGE WITHOUT PRIOR NOTICE.**