


**Bachelor of Management (Honours) - Marketing**


**Reference Number** : 10600  
**Name of Qualification** : Bachelor of Management (Honours) - Marketing  
**Approval by Ministry** : 18/06/1985  
**Compliance Audit** :  
**Commencement** : 1984  
**Name of Institution** : Universiti Sains Malaysia (USM) (Minden)  
**Address** :  
 11800 USM  
 Penang  
**Telephone Number** : 04-653 3140  
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**Email** : [pro@usm.my](mailto:pro@usm.my)  
**Website** : [www.usm.my](http://www.usm.my)  
**Type of Qualification** : Bachelors Degree  
**MQF Level** : 6  
**NEC Field (National Education Code)** : 342 (Marketing and Advertising)  
**Number of Credits** : 105  
**Mode of Study** : Full Time

	Full Time	Weeks/Semester	Semesters	Duration
<b>Duration of Study (years)</b> :	Long			6/3
	Short			year/s

**Remark(s)** :

**NA : Not Available**