



• Starting from 2007, MQA's accreditation is perpetual unless stated otherwise. All accredited qualifications are subject to periodic maintenance audit to ensure continuous improvement. If the accreditation of a qualification is revoked, the cessation date will be displayed in the Malaysian Qualifications Register. Qualifications previously accredited under National Accreditation Board of (Lembaga Akreditasi Negara, LAN) have a validity period of 5 years and this information is stated in the MQR for reference purposes.

• The verification of accreditation status of a programme will not be performed by MQA. This printed statement is sufficient for any related business.

**Bachelor of Arts (Honours) in Marketing Management**  
**Previously known as : B.A (Hons) in Marketing Management**



**Reference Number** : A6225  
**Certificate Number** : 26172  
**Name of Qualification** : Bachelor of Arts (Honours) in Marketing Management  
 Previously known as : B.A (Hons) in Marketing Management  
**Date of Accreditation (dd/mm/yyyy)** : Starting 17/04/2009  
**Compliance Audit** : MJA Meeting on 27/2/2020 decided to maintain Full Accreditation.  
**Name of Institution** : Asia Pacific University of Technology and Innovation  
**Address** : No. 11, Jalan Teknologi Malaysia, Taman Teknologi Malaysia  
 Bukit Jalil  
 57000  
 Wilayah Persekutuan Kuala Lumpur  
**Telephone Number** : 03-8996 1000  
**Fax Number** : 03-8996 1001  
**E-mail** : [info@apu.edu.my](mailto:info@apu.edu.my)  
**Website** : [www.apu.edu.my](http://www.apu.edu.my)  
**Type** : Bachelors Degree  
**MQF Level** : 6  
**NEC Field (National Education Code)** : 0415 (Marketing and advertising )  
**Number of Credits** : 120  
**Mode of Study** : Full Time

**Duration of Study (years)** :

Full Time	Weeks/Semester	Semesters	Duration
Long	17	6	3 year/s
Short	8	2	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
17/4/2009	18	6	-	3	123
10/4/2019	17 + 8	6 + 2	-	3	122
13/02/2023 (kohort baharu)	17+8	6+2	-	3	120

**Mode of Delivery** : Conventional

**Remark(s)** : This programme was previously conducted at Lot 6, Taman Teknologi Malaysia, Bukit Jalil, 57000 Kuala Lumpur.  
 Bachelor of Arts (Honours) in Marketing Management (effective 13 February 2023)

**NA : Not Available**

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