



• 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 Marketing with Honours**


**Reference Number** : MQA/SWA14601  
**Certificate Number** : 22928  
**Name of Qualification** : Bachelor of Marketing with Honours  
**Date of Accreditation (dd/mm/yyyy)** : Starting 30/09/2020  
**Compliance Audit** :  
**Name of Institution** : Universiti Utara Malaysia (UUM)  
**Address** :



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 Kedah

**Telephone Number** : 04-928 4000  
**Fax Number** : 04-928 3016  
**E-mail** : [proum@uum.edu.my](mailto:proum@uum.edu.my)  
**Website** : [www.uum.edu.my](http://www.uum.edu.my)  
**Type** : Bachelors Degree  
**MQF Level** : 6  
**NEC Field (National Education Code)** : 0415 (Marketing and advertising )  
**Number of Credits** : 128  
**Mode of Study** : Full Time

Duration of Study (years) :	Full Time	Weeks/Semester	Semesters	Duration
	Long	17	8	4 year/s to 0 year/s
	Short	-	-	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
30/9/2020	17	8	NA	4	135
Sem 1, 2023/2024	17	8	NA	4	128

**Mode of Delivery** : Conventional  
**Remark(s)** : NA

NA : Not Available

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