

**APPROVED**

## BU6001: Introduction to Marketing

### Course Details

Course Code:	BU6001		
Course Title:	Introduction to Marketing	APPROVED	
Short Title:	Intro Mrkt		
Course Level::	Level 6		
Valid From::	2022/2023 Sem 2		
Credits::	15		
Owner:	Business		
Assessment Method:	Achievement		
Course Aim	This course introduces fundamental marketing concepts and tools used in the design and implementation of effective marketing strategies and campaigns.		

CILO	
On Completion of this course, the learner will be able to	
#	Learning Outcome Description
1	Identify, illustrate and interpret marketing issues in a business environment
2	Apply and appraise a range of appropriate solutions to marketing problems
3	Work effectively in a team to create and run a small business project
4	Demonstrate appropriate use of workplace skills and technology.
5	Develop a CSR (Corporate Social Responsibility) initiative to be actively promoted within a start-up business.
Requisites	
No requisites	

No Examinations
<b>Other Controlled Assessments</b>
<b>Assessment Type</b> Presentation
<b>Uncontrolled Assessments</b>
<b>Assessment Type</b> Project (Group/Individual)
<b>Assessment Type</b> Project (Group)

Affiliated Entities			
Entity Code	Entity Title	Entity Version	Entity Type
DMK7012	Associate Degree in Digital and Social Media Marketing	1	Programme
BBS6010	Diploma in Business	5	Programme
BBS6011	Diploma in Business (Accounting)	3	Programme
BBS6012	Diploma in Business (Human Resources)	1	Programme
BBS6012	Diploma in Business (Human Resources)	2	Programme
BBS6013	Diploma in Business (Office Management)	1	Programme
BBS6013	Diploma in Business (Office Management)	2	Programme
BBS6014	Diploma in Business (Islamic Finance)	1	Programme
BBS6014	Diploma in Business (Islamic Finance)	2	Programme
BBS6015	Diploma in Real Estate	1	Programme
BBS7040	Associate Degree in Business (Accounting)	1	Programme
BBS8000	Bachelor of Business	3	Programme
BBS8001	Bachelor of Business (General)	1	Programme
BBS8010	Bachelor of Business: Marketing	3	Programme
BBS8010	Bachelor of Business: Marketing	4	Programme
BBS8030	Bachelor of Business (Banking and Finance)	7	Programme
BBS8040	Bachelor of Business: Accounting	4	Programme
BBS8070	Bachelor of Business: Human Resource Management	3	Programme
BBS8070	Bachelor of Business: Human Resource Management	1	Programme
BBS8090	Bachelor of Business (Double Major)	4	Programme
BBS9040	Master of Science (MSc.) in Professional Accounting	1	Programme
BU8010	Bachelor of Business: Marketing V4	1	Programme
BU8012	Transitional Bachelor of Digital Marketing	1	Programme
DM6012	Diploma in Digital Marketing	1	Programme
DMK8012	Bachelor of Digital Marketing	1	Programme
DMK8014	Bachelor of Digital and Social Media Marketing	1	Programme
ENT8004	Bachelor of Enterprise & Marketing	1	Programme
No Code Yet	Copy Of Digital Marketing	1	Programme