

5. HDMKT Level 1- Diploma in Marketing**5.1. Course Content and Credit Limits****Table 5.1: Course Content and Credit Limits**

Subject	Course Code	Credits	Status	Lecture Contact Hours
Semester 1				
Management Fundamentals	HDMKT 11014	4	Compulsory	60
Essence of Marketing	HDMKT 11024	4	Compulsory	60
Business Environment	HDMKT 11034	4	Compulsory	60
Soft Skills in Marketing	HDMKT 11043	3	Compulsory	45
Semester II				
Fundamentals of Sales Management	HDMKT 12054	4	Compulsory	60
Customer Communication	HDMKT 12064	4	Compulsory	60
Accounting Information for Marketers	HDMKT 12073	3	Compulsory	45
Information Technology for Business	HDMKT 12084	4	Compulsory	60
Total Credits		30		450

5.2. HDMKT Level 2- Higher Diploma in Marketing

Table 5.2: Course Content and Credit Limits

Subject	Course Code	Credits	Status	Lecture Contact Hours
Semester 1				
Behavioural Aspects of Marketing	HDMKT 21012	2	Compulsory	30
Marketing Operations	HDMKT 21024	4	Compulsory	60
Leadership and Professional Development	HDMKT 21034	4	Compulsory	60
Marketing Research	HDMKT 21044	4	Compulsory	60
Legal Aspects of Marketing	HDMKT 21052	2	Compulsory	30
Semester II				
Business Simulation	HDMKT 22066	6	Compulsory	90
Seminar in Service Marketing	HDMKT 22074	4	Compulsory	60
Management Accounting	HDMKT 22084	4	Compulsory	60
Total Credits		30		450