

HDMK Level 2- Higher Diploma in Marketing

Course Content and Credit Limits

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