

BSc in Marketing, Innovation and Technology (Digital)

Course Short Code

MINTD

Course Year

4

Course Offering: 01

[Print PDF](#)

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\*\*\*\* IMPORTANT MESSAGE \*\*\*\*

The purpose of this information sheet is to allow you view all modules connected to the Qualification, optional and core.

You should print this sheet out and then continue to the next step where your registration will take place.

It is your responsibility to ensure that you register correctly.

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## CORE MODULES

### SEMESTER 1

FB401P	PNU Islamic Culture IV	5 Credits
FB404P	Digital Marketing I	5 Credits
MG331P	Innovation, Marketing and New Tech Foresights	5 Credits
MT301P	Business Strategy	10 Credits
MG330P	Information Technology in Society	5 Credits

### SEMESTER 2

EF318P	New Enterprise Development Project Entrepreneurship	10 Credits
FB405P	Digital Marketing II and III	10 Credits
MG333P	Marketing Communications	5 Credits
MT314P	Project Management	5 Credits

THERE ARE NO OPTIONAL MODULES ATTACHED TO THIS QUALIFICATION

Last reviewed: 17th July 2020