

Programme name / Nama program	Executive Bachelor of Business Administration in Marketing Management
Consultant name / Nama konsultan	Pacific Institute of Technology (PIT)
Address/ Alamat	Pacific Institute of Technology (PIT) Ground Floor, Kompleks Penchala 50, Jalan Penchala, Off Jalan Templer 46050 Petaling Jaya, Selangor Darul Ehsan
Duration / Tempoh pengajian	20 bulan
Fees/ Yuran program	RM 13,800.00

**Curriculum structure :**

NO	MODULE/ COURSE
1.	Management
2.	Economics
3.	Marketing
4.	Buyer Behaviour
5.	Services Marketing
6.	Human Capital Management
7.	Advertising and Promotion
8.	Marketing Strategy
9.	International Marketing
10.	Project Paper and Presentation
11.	English for Professional Communication
12.	Problem Solving and Decision Making
13.	Globalisation
14.	Business Ethics
15.	Career Portfolio and Personal Development

**Programme Coordinator:**

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