

BSc in Marketing innovation & Technology (Digital)

Course Short Code

MINTD

Course Year

2

Course Offering: 01

[Print PDF](#)

**B.Sc. in Marketing, Innovation and Technology (Digital), Year 2,
Full-Time**

******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

CORE MODULES

SEMESTER 1

EF102P	Principles of Macroeconomics	5 Credits
FB201P	PNU Culture II	5 Credits
FB206P	Human Resource Management	5 Credits
FB303P	Principles of Law	5 Credits
MG211P	New Product Development and Innovation Studies	5 Credits
MT211P	Distribution and Channel Management	5 Credits

SEMESTER 2

AC115P	Management Accounting for Decision Making
FB203P	PNU Language Skills
HR101P	Psychology in Organisations
MG114P	Marketing of High Tech Products and Innovations
MG116P	Creativity and Discovery

No Optional modules attached to this qualification

Last Updated: 18th July 2018