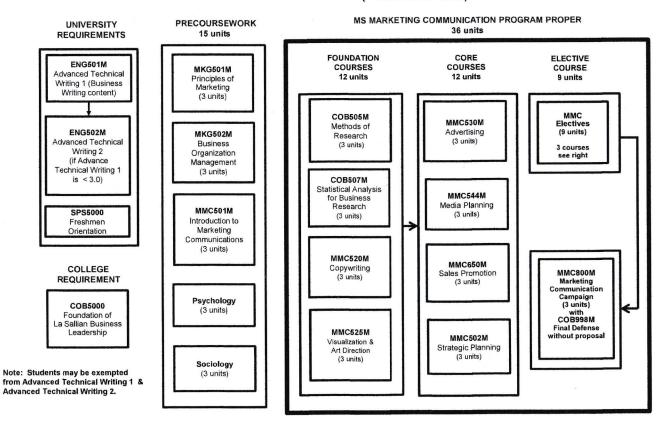




## MASTER OF MARKETING COMMUNICATIONS (MMC) (FOR AY 2017-2018)



Prepared by:

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Note: For non-business graduates: MKG501M (Principles in Marketing)

MKG502M (Business Organization Management )

Check undergraduate studies for: Psychology Sociology LIST OF ELECTIVES

MMC590M Advertising Production (3 units)

MMC542M Electronic Digital Marketing (3 units)

MMC670M Events Marketing (3 units)

> MMC550M Account Management (3 units)

MMC538M Public Relations (3 units)

MMC610M Special Topics (3 units)

MMC640M Personal Selling (3 units)

MMC660M Direct Marketing (3 units)

MMC690M Consumer Behavior (3 units)

MMC700M Services Marketing (3 units)

> MMC710M Product Management (3 units)