



KULLIYAH ECONOMIC AND MANAGEMENT SCIENCES

CURRICULUM STRUCTURE PROGRAM: Master of Science in Marketing (M_MKT) Effective Semester 1, 2021/2022

Programme structure	Credit hours
1. Core Courses	18
2. Elective Course	3
3. Research	21
TOTAL CREDIT HOURS	42

1) Core Courses (18 Credit Hours)

Course Code	Course Title	Credit hour
MKTG 7301	Marketing Management	3
MKTG 7302	Consumer Behaviour	3
MKTG 7303	Integrated Marketing Communication	3
MKTG 7319	Research Methods	3
MKTG 7311	Islamic Marketing	3
MKTG 7318	Digital Marketing	3

2) Elective Courses (3 Credit Hours)

Course Code	Course Title	Credit Hour
MKTG 7320	Services and Hospitality Marketing	3
MKTG 7321	Product Innovation Management	3

Note: Choose either ONE

3) Research (21 Credit Hours)

Course Code	Course Title	Credit Hours
MKTG 7995	Proposal	0
MKTG 7999	Dissertation	21

4) The Study Plan

Semester 1: Students to take 4 or 3 courses

Semester 2: Students to take 3 or 4 courses and register research proposal. The students will prepare the proposal under the supervision of a supervisory committee

Semester 3: Students to defend the proposal, collect data and analyse data.
The proposal defence (PD) will be scheduled by PG (Postgraduate) Office. The PD will be examined by 2 examiners.

Semester 4: Students to prepare the complete dissertation. The oral examination (viva voce) will be conducted by the same examiners appointed during the PD.

Both the proposal defence and the viva voce will comprise a committee:

- a) A chairperson
- b) Two examiners
- c) The supervisory committee.

5) Graduation Requirement

Students are compulsory to attend the Kulliyah PG Ibadah Camp (at least one time throughout the study period) as part of the graduation requirements.