

**Course Schedule
UC2F1704KMGT - TPM**

**ASIA PACIFIC UNIVERSITY - APU
BA (Hons) in Marketing Management**

	2017												2018																																																																							
	April		May		June		July		August		September		October		November		December		January		February		March		April		May		June		July		August		September		October		November		D																																											
	1	2	0	0	1	2	2	0	1	1	2	0	1	1	2	3	0	1	1	2	0	0	1	2	3	0	1	1	2	0	0	1	1	2	3	0	1	1	2	2	0	1	1	2	0	0	1	1	2	0																																		
	7	4	1	8	5	2	9	5	2	9	6	3	0	7	4	1	7	4	1	8	4	1	8	5	2	9	6	3	0	6	3	0	7	4	1	8	5	1	8	5	2	9	5	2	9	6	5	2	9	6	2	9	6	3	0	7	4	1	8	4	1	8	5	2	9	6	3	0	7	3	0	7	4	1	8	5	2	9	5	2	9	6	3	0
Orientation	[Shaded]																																																																																			
B2b Marketing (T)	[Shaded]																																																																																			
B2b Marketing (L)	[Shaded]																																																																																			
Behavioral Science In Organisation (l)	[Shaded]																																																																																			
Behavioral Science In Organisation (t)	[Shaded]																																																																																			
Business Ethics & Governance (l)	[Shaded]																																																																																			
Business Ethics & Governance (t)	[Shaded]																																																																																			
Commercial Law (l)	[Shaded]																																																																																			
Commercial Law (t)	[Shaded]																																																																																			
Creativity & Innovation (T)	[Shaded]																																																																																			
Creativity & Innovation (L)	[Shaded]																																																																																			
Marketing Intelligence And Research (T)	[Shaded]																																																																																			
Marketing Intelligence And Research (L)	[Shaded]																																																																																			
Exam Docket	[Shaded]																																																																																			
Business Research Methods (L)	[Shaded]																																																																																			
Business Research Methods (T)	[Shaded]																																																																																			
Co Curriculum	[Shaded]																																																																																			
Critical Thinking In Management (T)	[Shaded]																																																																																			
Critical Thinking In Management (L)	[Shaded]																																																																																			
Customer Lifestyle And Behaviour (T)	[Shaded]																																																																																			
Customer Lifestyles And Behaviour (L)	[Shaded]																																																																																			
Delivering Customer Value (T)	[Shaded]																																																																																			
Delivering Customer Value (L)	[Shaded]																																																																																			
E Marketing (T)	[Shaded]																																																																																			
E Marketing (L)	[Shaded]																																																																																			
Integrated Marketing Communication 1 (l)	[Shaded]																																																																																			
Integrated Marketing Communication 1 (t)	[Shaded]																																																																																			
Internship Programme	[Shaded]																																																																																			
04 - May - 2017	[Shaded]																																																																																			
* This schedule may be subject to revision	[Shaded]																																																																																			
Legend:	[Shaded]																																																																																			
R - Revision Week	[Shaded]																																																																																			
E - Exam	[Shaded]																																																																																			