

AFRICA INTERNATIONAL UNIVERSITY

COURSE TEMPLATE

DIPLOMA IN SALES AND MARKETING

YEAR ONE

Semester 1			Semester 2		
Unit Code	Unit Name	Hours	Unit Code	Unit Name	Hours
ACC011	Financial Accounting, I	3	BAF021	Communication Skills	3
DUC112	Library Research and Information Competency	3	BAF022	Life Skills	3
DUC113	Computer Systems and Information Technology	3	DUC124	Foundations of Life and Mission	3
DUC125	Bible Interpretation and Study Methods	3	ENT021	Foundations for Entrepreneurship	3
ECO011	Principles of Microeconomics	3	MKT021	Principles of Marketing	3
MAQ011	Business Statistics	3	MKT022	Public Relations	3
MGT011	Principles of Management	3	MKT023	Principles Practices of Selling	3
	Total Hours	21		Total Hours	21

Yearly Total = 42 Hours

YEAR TWO

Semester 1			Semester 2		
Unit Code	Unit Name	Hours	Unit Code	Unit Name	Hours
MKT024	Marketing Management	3	BAF023	Research Project	3
MKT025	Marketing Planning and Control	3	BAF024	Industrial Attachment	3
MKT026	Sales Management	3			3
MKT027	Legal Aspects of Sales and Marketing	3			3
MKT028	International Planning in Sales	3			3
MKT029	Marketing Information and Research	3			3
GES321	Research Methods	3			3
	Total Hours	21		Total Hours	6

Yearly Total = 27 Hours