



* Starting from 2007, MQA's accreditation is perpetual unless stated otherwise. All accredited qualifications are subject to periodic maintenance audit to ensure continuous improvement. If the accreditation of a qualification is revoked, the cessation date will be displayed in the Malaysian Qualifications Register. Qualifications previously accredited under National Accreditation Board of (Lembaga Akreditasi Negara, LAN) have a validity period of 5 years and this information is stated in the MQR for reference purposes.

* The verification of accreditation status of a programme will not be performed by MQA. This printed statement is sufficient for any related business.

Bachelor of Arts (Honours) in Marketing Management
Previously known as : B.A (Hons) in Marketing Management



Reference Number : A6225
Certificate Number : 26172
Name of Qualification : Bachelor of Arts (Honours) in Marketing Management
 Previously known as : B.A (Hons) in Marketing Management
Date of Accreditation* (dd/mm/yyyy) : Starting 17/04/2009
Compliance Audit : MJA Meeting on 27/2/2020 decided to maintain Full Accreditation.
Name of Institution : Asia Pacific University of Technology and Innovation
Address : No. 11, Jalan Teknologi Malaysia, Taman Teknologi Malaysia
 Bukit Jalil
 57000
 Wilayah Persekutuan Kuala Lumpur
Telephone Number : 03-8996 1000
Fax Number : 03-8996 1001
E-mail : info@apu.edu.my
Website : www.apu.edu.my
Type : Bachelors Degree
MQF Level : 6
NEC Field (National Education Code) : 0415 (Marketing and advertising)
Number of Credits : 120
Mode of Study : Full Time

Duration of Study (years) :

Full Time	Weeks/Semester	Semesters	Duration
Long	17	6	3 year/s
Short	8	2	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
17/4/2009	18	6	-	3	123
10/4/2019	17 + 8	6 + 2	-	3	122
13/02/2023 (kohort baharu)	17+8	6+2	-	3	120

Mode of Delivery : Conventional

Remark(s) : This programme was previously conducted at Lot 6, Taman Teknologi Malaysia, Bukit Jalil, 57000 Kuala Lumpur.
 Bachelor of Arts (Honours) in Marketing Management (effective 13 February 2023)

*NA : Not Available

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