



**NATIONAL PASS RATE STATISTICS 2012 SEMESTER 2**

<b>MODULE:</b>	<b>PASS RATE (%)</b>
Advanced Strategic Marketing 4	100
Advanced Brand Management 4	85
Advanced Digital Marketing 4	100
Advance Global Marketing	60
Academic Literacy 1	62
Advanced Marketing Practicum 4	90
Advanced Marketing Research: Report 4	***
Advanced Marketing Research: Theory 4	85
Advanced Services Marketing 4	100
Advanced Strategic Marketing: Theory & Practice 4	100
Basics of Business Communication 1	32
Business to Business Marketing	98
Business Communication 1	78
Business Law 1	55
Business Management 1	57
Business Management 2	44
Business Management 3	58
Basic Marketing Research 2	86
Business Numeracy 1	21
Business Statistics 1	54
Consumer and Buyer Behaviour	63
Distribution and Logistics Management	66
Export Administration 1	24
Export Administration 2	50
E-Commerce	91
Economics 1 / Macro Economics	53
Economics 2 / Micro Economics	45

Export Management 2	33
Entrepreneurship	66
Export/ International Trade Strategy 3	75
Financial Accounting	69
Financial Management	43
Financial Management 1	54
Financial Management 2	83
Finance & Payments 2	***
Finance & Payments 3	100
Human Resource Management	85
International Communication	100
International Economics 3	90
International Marketing 1	75
International Marketing 2	83
International Trade 1 / Introduction to International Trade	9
International Trade Law 2 (ITL1 / ITL201)	100
International Trade Law 3 (ITL2 / ITL301)	36
International Marketing	81
Management Accounting	40
Marketing 1 / Principles of Marketing	62
Marketing 2 / Practice of Marketing	48
Marketing 3 / Marketing Strategy	86
Marketing Communications 2	67
Marketing Research Application (Case Study)	100
Marketing Research: Project 3	52
Marketing Research: Theory 3 / Marketing Research	67
Product Management	93
Retail Marketing	43
Research Project	100
Sales Management	71
Services Marketing	82