Bachelor of Business (Marketing)

This course prepares students for an exciting career in a variety of marketing functions that may include brand and product management, key account management, trade marketing, advertising, and marketing research. It gives them a strong grounding in market analysis, planning and decision-making techniques, as well as consumer and business behaviour theories relevant to modern marketing practice. The curriculum places a strong emphasis on experiential pedagogical methods, and students can expect to learn through business cases, computerised simulations, field trips, consumer experiments, online tools and various team projects.

Build your Presence, Own your Market

Marketing 4 Compulsory Core Courses:
- Global Business Strategy
- Market Behaviour
- Market Intelligence
- Market Relationships

Choose 2 Prescribed Electives:
- Digital Marketing: Connecting with Customers in Today’s World
- Integrated Marketing Communications: A Global Perspective
- Marketing Channels
- Marketing Strategy
- Retail Management
- Services Marketing
- Strategic Brand Management
- Tourism & Hospitality Management

Experiential Semester Programme (ESP)
ESP model offers an option to take up a semester-long internship and still be able to complete your programme in the usual time span of 3 years.

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