Nanyang Business School
www.nbs.ntu.edu.sg

BACHELOR OF BUSINESS
MARKETING

Focus on Experiential Pedagogical Methods, such as Business Cases and Computer Simulation

Faculty includes Fellows of the Institute on Asian Consumer Insight

Prepare Students to be Marketing Professionals in the Digital World

Marketing
Main Track
4 Specialisation Core Courses:
- Global Business Strategy
- Market Behaviour
- Market Intelligence
- Market Relationships

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

Marketing Communication Track
- Digital Marketing: Connecting with Customers in Today’s World
- Integrated Marketing Communications: A Global Perspective

Strategy & Management Track
- Marketing Channels
- Marketing Strategy
- Strategic Brand Management

Service Track
- Retail Management
- Services Marketing
- Tourism & Hospitality Management

Experiential Semester Programme (ESP)
The ESP model offers an option to take up a semester-long internship and you will still be able to complete your programme in 3 years.

Year 1
S1 Aug
S2 Jan

Year 2
S1 Aug
ES Jan
S2

Year 3
ES Aug
ES S2

ES: Experiential Semester

Scan QR for more info.

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