3+0
BA (HONS)
MARKETING

In collaboration with University of Hertfordshire, UK

Students will be exposed to relevant marketing knowledge. Marketing is the management process that identifies, anticipates and satisfies customer requirements profitably.

Students majoring in Marketing will be equipped with specialised knowledge and the necessary skills to successfully manage this critical function. The programme emphasises a balance of theoretical and practical education to give students a better understanding of the industry.

Highlights

- A comprehensive learning experience with a mix of face-to-face and online learning through Blackboard, with access to course materials and assignments
- Exposure to real industry projects and practical learning experience via international faculty, overseas guest professors and live lecture conferencing
- Opportunity for students to participate in the Semester Abroad Programme (SAP) and experience different cultures and environments, helping them expand their global perspectives

Career opportunities

Brand Manager, Product Manager, Market Research Manager, Customer Service Manager and Sales Manager

Offered at

INTI International College Subang
INTI International College Kuala Lumpur

Programme structure

Year 1

- Creativity, Technology & Innovation
- Economics for Business
- English for Business Studies 1
- English for Business Studies 2
- Global Perspectives in Business
- Introduction to Marketing Communications
- Marketing Data Analysis
- Principles of Marketing
- Professional Development for Marketers

Year 2

- 21st Century Consumer Marketing
- Digital Marketing
- Enhancing Employability in Marketing
- E-Portfolio and Employer Relations
- Managing People
- Marketing for the Small Enterprise
- Marketing Planning
- Product Innovation
- Services Marketing

Year 3

- Business & Commercial Awareness
- Contemporary Issues in Marketing
- Management Science in Business
- Managing Media & Communications
- Market & Social Research
- Social Networking & Enterprise

MPU subjects

- Community Service & Co-curriculum
- Entrepreneurship
- Ethnic Relations (Local students) / Communicating in Malay 2 (International students)
- Islamic & Asian Civilisation (Local students) / Malaysian Studies 2 (International students)
- Presentation Skills
- Bahasa Kebangsaan A*

*For Malaysian students who do not have a credit in SPM BM.
**Offering of electives, please consult the Head of Programme.