



NO MORE EXCUSES

TO ATTAINING THAT BUSINESS
DEGREE WHILE AT WORK

I DON'T HAVE TIME
TO GET A DEGREE
BECAUSE...

I HAVE
TO SPEND IT
WITH MY MUM,
DAD, CAT,
GOLD FISH, PLANT,
SUPERHERO
FIGURINES...

I CAN'T AFFORD
TO GET A DEGREE
BECAUSE...

I JUST LOST
A LOT OF WEIGHT
AND HAVE TO BUY
NEW CLOTHES

IT'S NOT CONVENIENT
FOR ME TO GET A
DEGREE BECAUSE...

I HAVE TO CHANGE
THREE BUSES AND
A TRAIN TO GO
ANYWHERE

I DON'T HAVE THE
FOCUS TO GET A
DEGREE BECAUSE...

I NEED TO
CONSTANTLY
MONITOR ALL
MY EBAY BIDS

BACHELOR OF BUSINESS (HONS) MARKETING

LEARNING SIMPLIFIED

Whatever your reasons are, we have the solution for you with our
NEW FULLY ONLINE PROGRAMME!

Continue your studies with an INTI Bachelor of Business (Hons) Marketing

Learning Simplified



Pay as low as
RM372* per month



You only need
1 hour a day
to earn a degree



You have a
MENTOR who will
look out for you



24/7 Accessibility
to all learning
materials anytime,
anywhere



Exams consist
of **30%** of the
programme and its
conducted online**



Additional
4 IBM modules
at no extra cost
to upskill your
digital literacy

* Diploma entry into Year 2 (from the 9th module onwards) after deduction of RM3,000 early bird bursary. Based on ONE (1) module per semester on a part-time basis.

** 9 out of 31 modules will have final exams.

Terms and conditions apply

BACHELOR OF BUSINESS (HONS) MARKETING

Learning Simplified

Learning about business is a great way to prepare ourselves for any real-world undertaking. At INTI, we prepare our students for the challenges of the global economy through international exposure, applications of concepts in real world scenarios, as well as a structured personal development and coaching plan. Students will gain valuable insights and acquire relevant skills to embark on their professional marketing careers.

Programme Structure

- **Business Accounting¹**
 - Business Analytics for Functional Areas (IBM)
 - Business Communication
 - Business Ethics
- **Business Law¹**
 - Consumer Behaviour
- **Economics Principles and Issues¹**
- **Financial Management¹**
 - Global Marketing
 - Human Resource Management and Issues
 - Integrated Marketing Communication
 - International Business
 - International Trade Finance
 - International Trade Law
 - Introduction to Business Analytics (IBM)
- **Managing Organization¹**
 - Marketing Research
 - New Product & Innovation Management
- **Organizational Behaviour¹**
- **Principles of Marketing¹**
 - Quantitative Methods for Business (IBM)
 - Service Marketing
 - Social, Web and Mobile Analytics (IBM)
 - Statistics for Business
- **University English¹**
 - Work Integrated Project

MPU Subjects

- Community service and Co-curriculum
- Entrepreneurship
- Ethnic Relations (local students) / communicating in Malay 2 (international students)
- Islamic & Asian Civilisation (local students) / Malaysian Studies 3 (international students)
- Presentation Skills
- Bahasa Kebangsaan A*

Offered at

INTI International University

KPT/JPS(MQA/PA8686)06/2022

Intake(s)

August 2017 & October 2017

¹ Eligible for credits exemption. Subject to meeting entry requirements and credit transfer mapping
* For Malaysian students who do not have Credit in SPM BM

TAKE ADVANTAGE OF OUR FINANCIAL AID

In addition to flexible studying hours, INTI also offers a host of financial aid that lets you study affordably.



0% interest
monthly
payment plan***



EPF
withdrawal



Human Resource
Development
Fund (HRDF)

*** Terms & conditions apply