

**new** **BACHELOR OF ARTS  
(HONOURS) ADVERTISING AND  
DIGITAL MARKETING 3+0**

in collaboration with University of Hertfordshire, UK



new

# BACHELOR OF ARTS (HONOURS) ADVERTISING AND DIGITAL MARKETING 3+0

in collaboration with

University of  
Hertfordshire **UH**

This programme integrates the disciplines of advertising and digital communications, recognising the integrated nature of contemporary marketing communications. It is designed to equip students with the knowledge and skills needed for a career in advertising and digital marketing, whether on the client side or within creative agencies. This programme strikes a balance between academic underpinning and the creative and digital skills required for employment.

Students will be expected to engage at a strategic level in campaign planning, whilst also acquiring practical skills such as copywriting, video editing, and basic digital design, alongside knowledge of and the practical application of marketing technology.

## Career opportunities

Digital Marketing Specialist, Content Strategist, Marketing Research Analyst, Social Media/Digital Marketing Manager, Creative Director, Brand Manager, Web Media Advertising Specialist, Marketing Coordinator, Creative Production Manager

## Offered at

INTI International College Subang  
(N/0415/6/0051)(07/29)(MQA/PA17656)

## Intake (s)

JAN, APR & AUG

## Programme structure

### Year 1

- Content Creation
- Digital Landscape
- Economics for Business
- Essential Skills in Marketing
- Introduction to Marketing Communications
- Preparing for Professional Success
- Principles of Marketing
- Understanding Data

### Year 2

- Advertising Concepts and Creativity
- Campaign Insights, Analysis and Planning
- Consumer Behaviour
- Digital Experience
- Enhancing Employability in Marketing
- Managing People
- Marketing Research
- Social Media and Social Influence

### Year 3

- Agency Practice and Management
- Branding and Communications Strategy
- Digital Analytics and Social Media Monitoring
- Global Marketing
- Managing the Customer Journey
- The Future of Marketing

## Electives\*\* (choose from the following):

- Integrated Marketing Communications and Strategic Product Management
- Dissertation – Marketing

## MPU subjects

- Appreciation of Ethics and Civilisations (Local Students) / Malay Communication 2 (International Students)
- Philosophy and Current Issues
- Bahasa Kebangsaan A\* / Design Thinking
- Corporate Social Responsibility and Community Engagement
- Integrity and Anti-Corruption

\* For Malaysian students who do not have a credit in SPM BM.

\*\* For offering of electives, please consult the Head of Programme

## ENTRY REQUIREMENTS

- SPM
  - A-Level
  - Foundation/Pre-University
  - UEC
  - SACE International (formerly South Australian Matriculation)
  - Canadian Pre-University (CPU)
  - NSW (HSC)
  - International Baccalaureate
  - Diploma
  - Others
- Minimum of 2 passes at Grade C+ (GP 2.33) and SPM grade C in Mathematics
- Minimum of 2 full passes totalling 80 UCAS points and Grade C in either SPM or O-Level Mathematics
- Successful completion of a relevant Foundation / Pre-U programme to include Mathematics with CGPA 2.00, a credit in Mathematics and a credit in English at SPM / equivalent
- 5Bs including at least a pass in Mathematics and a credit in English
- Pass 5 subjects with ATAR 70%, a pass in English and Mathematics and no subject below 50%.
- Minimum 6 Year 12 passes with an average of 65% and pass in English and Mathematics at Grade 12
- Minimum 10 units with ATAR 70%, a pass in English and Mathematics and no subject below 50%.
- Minimum 24 points with at least 4 points for SL English and 4 points for SL Mathematics.
- Successful completion of a relevant Diploma programme to include Mathematics with CGPA 2.00<sup>1</sup>, a credit in Mathematics and a credit in English at SPM/equivalent.
- Equivalent qualification to be assessed by the Head of Programme in liaison with the Hertfordshire Business School Admissions Tutor.

## ENGLISH LANGUAGE REQUIREMENTS

Where English Language requirements are not specified:

IELTS - 6.0 (with no less than 5.5 in any band); TOEFL - 72 with band scores of reading 18, writing 17, listening 17, speaking 20; Cambridge English First - 169 overall with a minimum of 162 in each component; PTE- 59 with no less than 42 in any band; MUET - 4.0; SPM/O-Level - Grade C; Other - an equivalent qualification in English Language

<sup>1</sup>(1) Credit transfer are given based on module to module mapping according to standards / guidelines provided by MOHE / MQA and in consultation with the Admission Tutor in University of Hertfordshire.

(2) Have a recognised English language proficiency result.

INTI INTERNATIONAL COLLEGE SUBANG DK249-01(B)  
03-5623 2800 • No. 3, Jalan SS15/8, 47500 Subang Jaya

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