

The Marketing Management track is designed to equip you with skills, knowledge and practices for effective marketing and sales strategies through problem-based learning, real world projects and case studies that are linked to industry expectations.

The program combines core business studies and specialist marketing courses in graphics and multimedia marketing, digital marketing and marketing analytics. Moreover, the track prepares you to become Certified Marketing Professional (CMP®) and Certified Sales Professional (CSP®).

## **Professional Major Courses**

MKT1101 – Market Research and Consumer Behavior

MKT1102 – Professional Selling and Sales Management

MKT1103 – Product and Brand Management

MKT1104 – Retail Marketing

MKT1105 – Pricing Models and Strategy

MKT1106 – Marketing Channels

MKT1107 – Advertising and Integrated Marketing Communications

MKT1108 – Special Topics in Marketing

## **Elective Courses**

MKT1201 – Clients Relationship Management

MKT1202 – Digital Marketing with Photoshop

MKT1203 – Electronic Commerce

MKT1204 – Events Management

MKT1205 – Game Theory and Strategic Analysis

MKT1206 – Global Marketing

MKT1207 – Introduction to Graphic Design and Multimedia Marketing

BAN1206 – Marketing Analytics

MKT1208 – Multimedia Content Writing in Marketing

ENM1103 – New Product Development

MKT1210 – New Product Development

MKT1211 – Services Marketing

MKT1212 – SME Marketing Strategy