



Bachelor of Management (Honours) Majoring in Marketing

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**Bank Rakyat School of
Business, Innovation, Technology
& Entrepreneurship**
UNIRAZAK

BRSBITE was formed with the view that entrepreneurial activity is one of the pillars of a strong and vibrant economy. This unique founding school is dedicated to provide quality education in entrepreneurial leadership in Malaysia. Although big business is extremely vital for economic health and prosperity, strong cadre of SMLs and SMEs is also essential to ensure a diverse economy and to provide the required support to large enterprises and the community. BRSBITE recognises the fact that most of wealth accumulation is by starting one's own business, and that great products and services begin with a single idea. Many aspiring entrepreneurs lack the knowledge and skills to convert their

ideas into working solutions and practical businesses. UNIRAZAK's collaborations with its various partners grant its graduates exemptions for various professional certifications. Students are exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of entrepreneurship, business and management-related fields.

Bachelor of Management (Honours) Majoring In Marketing

(R2-DL/345/6/0098) 02/22 (A7782)

The Bachelor of Management (Honours) majoring in Marketing is designed to prepare you for a management career with the knowledge and skills needed to create, communicate and deliver value offerings to target customers. This major is suitable for anyone who wants to develop marketing knowledge to work with brands and products, while promoting the mission of the brand or organisation. Throughout the programme, you will develop your critical thinking, creativity, knowledge of media trends, and analytical skills in many areas of marketing including service marketing, integrated marketing communication, marketing research, consumer behaviour and social media, applied digital marketing strategies, sustainable marketing, advertising and public relations and many more.

Marketing majors are employed in a wide variety of industries and governmental agencies either locally or internationally where understanding and managing customers and relationships are critical. With the specialisation, you may find jobs in market research, advertising, public relations, social media, professional selling, sustainable marketing, product management, retailing, and event management.



Career Opportunities

- Brand/Product Executives
- Event Planners
- Fund Raisers
- Marketing Executives
- Market Research Analysts
- Sales Representatives
- Social Media Executives
- Public Relations Representatives
- Media Planners



Courses Offered

MPU COURSES

- Tamadun Islam Tamadun Asia (TITAS) (Local)
- Hubungan Etnik (Local)
- Malaysian Studies (International)
- Bahasa Melayu Komunikasi 2 (International)
- Thinking Skills/Bahasa Kebangsaan A
- Introduction to the Malaysian Constitution
- Co-Curriculum (Professional Event Management/ Community Engagement & Volunteering)

SPECIALISATION COURSES

- Integrated Marketing Communication
- Services Marketing
- Consumer Behaviour
- Sustainable Marketing
- Applied Digital Marketing Strategies
- Branding and Brand Activation
- International Marketing
- Marketing Research
- Social Media Content Marketing
- Marketing Management

INTERNSHIP

- Industrial Training

CORE COURSES

- Public Speaking 1
- Public Speaking 2
- Volunteerism and Service Learning
- Entrepreneurship and Innovation
- Corporate Social Policy
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organizational Behaviour
- Principles of Accounting
- Management Information System
- Financial Management
- Business Mathematics
- Project Management
- Human Resource Management
- Business Law
- Strategic Management
- Business Statistics

ELECTIVES Choose any Four 12 Credits)

- Retailing Management
- Service Operations Management
- Problem Solving and Decision Making
- Contemporary Issues in Business
- Introduction to Psychology
- Leadership, Innovation and Change
- Logistic and Channel Management
- Consumer Behaviour and Social Media
- Organizational Design
- Quality Management Systems and Auditing
- Negotiation and Conflict Resolution
- Organizational Development
- Production and Operations Management
- Quality Management

**Subject to change*



Admission Requirements

STPM

A pass with a minimum Grade C (GP 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification; OR

MATRICULATION/FOUNDATION

Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.

STAM

A pass with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR

DIPLOMA/ADVANCED DIPLOMA

Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR

INTERNATIONAL

- A minimum score of Band 5.5 in the International English Language Testing System (IELTS)*; OR
- A minimum score of 46 for an Internet Based Total (iBFT) for the Test of English as a Foreign Language (TOEFL)*; OR
- A minimum score of 160 in Linguaskill Test; OR
- A minimum score of 51 in Pearson Test of English (PTE); OR
- A minimum score of 160 in Cambridge English Qualifications and Tests; OR
- Band 3 in Malaysian University English Test (MUET); OR
- Successful attainment of B2 (160) in CEFR aligned exams by Cambridge English Qualification conducted by the Centre for Continuing Education (CCE) within 24 months from the date of entry with conditional offer letter

Note:

The requirement to pass Mathematics and English subjects at SPM level for candidate in category (i) and (ii) can be waived should the qualifications contain Mathematics and English subjects with equivalent/ higher achievement.

Study at an Award-winning University

in the heart of a global city



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