

# Marketing



**“We are deeply impressed by your students’ high creative energy, strong problem-solving skills, and great enthusiasm. Their proposal to market the PASSION POSB MasterCard® Debit Card to the youth segment is truly insightful and relevant. This is a testimony to the success of your course in equipping students with the critical competencies to meet the dynamic needs of our industry”**

Mr Sayvious Ong  
Vice President & Head of Debit Cards  
DBS Bank Ltd

Marketing is one of the most exciting, creative and important aspects of any business practice. It plays an important role in today’s highly competitive environment and expertise in this field is required in companies ranging from airlines, banks, F&B, government ministries, hotels, retail and business to business organisations.

This course provides you with practical and innovative learning experiences to prepare you for a future career in various areas of marketing such as marketing communications, branding, digital & social media marketing, events management, e-commerce & retail marketing. You will first gain a fundamental understanding of the business environment, then develop functional competencies in marketing and, in your final year, get prepared for entry into the marketing profession.

Through activities such as client-based projects, overseas study trips, local field trips, industry talks and enrichment workshops, you will see the transition of theories to the practicalities of the real world. You will have the opportunity to sharpen your marketing skills at our well-equipped learning enterprises – BrandStudy and 1st Avenue.

### **Career Opportunities**

The Diploma in Marketing opens the door to a variety of professional marketing opportunities. As students are trained to be creative problem solvers with strong presentation skills, employment prospects are bright in a wide range of challenging fields such as branding, advertising, marketing communications, digital marketing, events marketing, public relations, F&B, retail, trade and consumer sales and marketing. Graduates can also use their skills to be an entrepreneur and market their own products and services!

### **Graduation Requirements**

Cummulative Grade Point Average : Min 1.0

TP Fundamentals Subjects : 40 credit units

Diploma Subjects

Core Subjects : 60 credit units

Elective Subjects : 24 credit units

Total Credit Units Completed : Min 124 credit units

### **Application**

Apply during the Joint Admissions Exercise following the release of the GCE O Level results. For other categories of local applicants, please refer to the section on “Admission and Requirements”. For international students, please refer to the section on “Information for International Students”.

### **Entry Requirements for Singapore-Cambridge GCE O Level Qualification Holders**

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

For details on GCE O Level Minimum Entry Requirements, refer to page 41.

## Course Structure

TP FUNDAMENTALS (TPFun) SUBJECTS				
SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS	
BCS1011	Communication & Information Literacy	1	2	
BCS1012	Workplace Communication	1	2	
BCS1013	Persuasive Communication	1	2	
BGS1002	Global Studies	1	3	
BGS1003	Managing Diversity at Work*	1	3	
BGS1004	Global Citizenship & Community Development*	1	3	
BGS1005	Expressions of Culture*	1	3	
BIN1001	Innovation & Entrepreneurship	1	2	
GCC1001	Current Issues & Critical Thinking	1	2	
LEA1011	Leadership: Essential Attributes & Practice 1	1	1	
LEA1012	Leadership: Essential Attributes & Practice 2	1	1	
LEA1013	Leadership: Essential Attributes & Practice 3	1	1	
LSW1002	Sports & Wellness	1	2	
MCR1001	Career Readiness 1	1	1	
MCR1002	Career Readiness 2	1	1	
MCR1003	Career Readiness 3	1	1	
TGL1001	Guided Learning	1	3	
BSI3033	Student Internship Programme	3	16	

*\* Students must choose one of these three subjects or TGL1001 Guided Learning.*

DIPLOMA SUBJECTS – CORE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
BAF1010	Business Accounting	1	4
BBS1001	Principles of Management	1	4
BBT1010	Business Technology & Analytics	1	4
BEC1007	Business Economics	1	4
BEC1008	Economics in a Globalised World	1	4
BLO1001	Business Statistics	1	4
BRM1005	Marketing Fundamentals	1	4
BMK2016	Marketing Analytics	2	4
BMK2017	Consumer Insights	2	4
BMK2018	Integrated Marketing Communications	2	4
BMK2019	Creative Marketing Project	2	4
BMK2023	Digital & Social Media Marketing	2	4
BMK3015	Major Project	3	8
BMK3016	Branding	3	4

DIPLOMA SUBJECTS – ELECTIVE SUBJECTS

SUBJECT CODE	SUBJECT	LEVEL	CREDIT UNITS
<u>Branding &amp; Digital Marketing Cluster</u>			
BMK2020	Experiential Marketing	2	4
BMK2021	Marketing Account Management	2	4
BMK2022	Product & Services Marketing	2	4
BMK2024	Marketing X Project	2	4
BMK3017	Public Relations in Practice	3	4
BMK3018	Contemporary Topics in Digital Marketing	3	4
<u>E-Commerce &amp; Retail Marketing Cluster</u>			
BMK2026	Enterprise Operations Management	2	4
BMK2027	Merchandise Buying	2	4
BMK2028	Retail Logistics & Technology	2	4
BMK2029	Retail Marketing X Project	2	4
BMK3020	Business Development	3	4
BMK3021	E-Commerce Management	3	4