

 **2020**
Undergraduate Programmes
SCHOOL OF
BUSINESS

BSc **MARKETING**

(PART-TIME PROGRAMME)



BSc MARKETING

What is Marketing?

"Marketing is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders (American Marketing Association).



Programme Overview

This degree programme provides you with contemporary specialised marketing knowledge with additional competencies in other areas of business and general management. It equips you with managerial, numerical and analytical skills that every marketer needs.

The programme will give you a competitive edge in a range of jobs in marketing in any industry. As marketing is an essential business function in any commercial enterprise, job availability and growth within the field of marketing is expected to be good in response to the growing demand for skilled marketing professionals in all sectors of the economy, including the public sector.

Those who succeed in a marketing or sales field typically have good written and oral communication skills; are creative, well-organised and flexible; have the ability to plan in advance, and think strategically and independently.

The specialised marketing courses will help you to understand and manage the key functional areas of marketing effectively. This programme will also expose you to the core disciplines of business and management and this will allow you to see the big picture and understand how marketing can be seamlessly integrated with the rest of the activities in the company to maintain a competitive edge in the industry. Last but not least, you will have the opportunity to hone the critical networking, presentation and team management skills required of business leaders in a rapidly globalised world.

The modular structure of the degree offers you the flexibility of scheduling your courses in a way that allows you to balance your studies with career, family and social responsibilities. The robust academic standards, dedicated faculty, effective administrative and student support, and the latest technology will help you grow and thrive in an independent learning environment.

Associate Faculty

The teaching faculty consists of lecturers who have both academic knowledge and industry experience. All our associate lecturers have post-graduate academic qualifications relevant to the courses they are teaching. They have considerable industry experience in marketing or consulting and some of them teach at various tertiary institutions in Singapore and have been involved in course development at the Singapore University of Social Sciences.

Career Opportunities

Marketing opportunities include careers in a variety of areas, in particular:

- Sales/Sales Management
- Advertising and Promotion, Public Relation/ Corporate Communication
- Customer Support Services
- Product and Brand Management
- Retailing and Wholesaling

- Purchasing and Merchandising
- Marketing/Consumer Research
- Services Marketing
- International Marketing
- Digital Marketing

The School of Business

The School of Business offers various programmes designed to prepare managers and strategic thinkers for the highly competitive business world. Our programmes are designed to equip students with broad business fundamentals; as well as the capability to fulfil the specialised needs of their chosen industry. The school's curriculum provides a good mix of both theoretical and practical learning that aims to produce dynamic business professionals and in the process transform the lives of our graduates. The School of Business offers eight degree programmes in Accountancy; Business Analytics; Business; Finance; Logistics and Supply Chain Management; Marketing; and Management and Security Studies.

Message from our associates

The courses are delivered by practitioners with industry experience and students are assured of getting practical and relevant skills to complement knowledge derived from academic theories. Based on students' course evaluation and feedback, they find the lessons to be engaging, interesting, innovative and easy to comprehend. As for the associate lecturers, students find them to be passionate, helpful, patient and approachable.

– **Mr Monteverde Ray Ummengan**

This degree programme equips students with tools to make better sense of the business world and gain insights into consumer behaviour. A key feature of this programme is it enables students to learn today and apply tomorrow.

– **Dr Tony Halim**

"Service means connecting with your customers from the heart. Even if you can't solve the problem immediately, you must show that you care. My ultimate goal is to build a large co-living community for Singapore's younger generation."



By Kelvin Low, CEO of Garden City Management. He was invited to an applied communication session with our undergraduate students taking the Services Marketing course (MKT363). Kelvin shared his experience of running the hostel and dormitory business and insights about how to succeed in the service industry.

– **Mr Kelvin Low**

CURRICULUM

The BSc in Marketing programme is designed to provide broad foundational knowledge and skills in business core courses, progressing to more applied and specialised subject knowledge in marketing compulsory courses and electives.

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of SUSS core courses. All courses are 5 cu unless stated otherwise. This programme has an honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with honours.

Business Compulsory Courses

Level 1 (Total 5 cu)

- Statistics

Level 2 (Total 35 cu)

- Financial and Managerial Accounting
- Analytics for Decision Making
- Contract and Agency Law
- Human Behaviour in Organisations
- Managerial Economics
- Managing Operations
- Essentials of Financial Management

Level 4 (Total 10 cu)

- Strategy for Business

Marketing Compulsory Courses

Level 2 (Total 5 cu)

- Marketing Management

Level 3 (Total 25 cu)

- Consumer Behaviour
- Integrated Marketing Communications
- Business-to-Business Marketing
- Services Marketing
- Marketing Research

Marketing Elective Courses

Choose any 8 Courses (Total 40 cu*)

- Independent Study
- Sales Management
- Retail Management
- Brand Management
- Multivariate Analysis
- Starting and Managing a Business
- Internet and Social Media Marketing
- Pricing
- Case Studies in Marketing Management
- Impact Startup Challenge

Honours Compulsory Courses

(Total 30 cu)

- Financial Accounting Frameworks (2.5 cu)
- Managing Finance in an Organisation (2.5 cu)
- Managing Sustainable Operations
- Managing and Leading to Achieve Organisational Excellence
- Corporate Governance, Social Responsibility and Enterprise Risk Management
- Marketing Applied Project (10 cu)

Honours Elective Courses

(Total 10 cu)

Students may read any 10 cu from an Elective Basket comprising Level 3 courses or higher level courses other than courses already completed in their basic undergraduate degrees.

* Up to 10 cu of the above electives can be replaced by General Electives, which are courses offered under the General Studies Programme (course pre-requisite applies)

For more information on our BSc Marketing, please visit

suss.edu.sg/BSBM

ADMINISTRATIVE DETAILS

Admissions

You must be a Singapore citizen, permanent resident or a resident in Singapore. In addition, you will need to meet these minimum requirements:

- GCE 'A' Level with two passes (prior to 2006) or two H2 passes (from 2006), or local Polytechnic Diploma or International Baccalaureate (IB) Diploma or NUS High School Diploma. Applicants with a Technical Diploma from ITE, or other Diploma qualifications plus an acceptable SAT or ACT (with Writing) score may be considered for admission on a case-by-case basis;
- Two years of full-time work experience, or currently employed on a full-time basis; and
- At least 21 years old.

Some programmes may have additional requirements. Please visit suss.edu.sg/PT and refer to the individual programme pages for details.

Shortlisted candidates may be required to undergo one or more interview(s) and/or take written admission or other evaluation tests.

All applications are considered individually on merit, and the offer of admission depends on the number of places available. Admission is solely at the discretion of the Singapore University of Social Sciences.

How to Apply

Applications are to be made online via suss.edu.sg. You must submit all the required documents together with your admission application. Incomplete applications will not be considered.

Tuition Fees and Government Subsidy

Our tuition fees are on par with those of other local universities. The amount of course fees you pay in each semester depends on the number of courses you take in that semester. The course fees cover all study materials, classes, tutor supervision, assignments and examinations. They do not include fees for textbooks and other additional items specified by SUSS from time to time.

The Tuition Fee Subsidy (TFS) from the Singapore Government comes in the form of a tuition grant administered by the Ministry of Education (MOE) and is offered to all eligible admitted students studying for part-time undergraduate programmes at SUSS. Singapore Citizens aged 40 and above who are pursuing MOE-subsidised undergraduate programmes with SUSS and who are eligible for the SkillsFuture Mid-Career Enhanced Subsidy will enjoy a higher subsidy.

All Singaporeans aged 25 and above can use their \$500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.sg/credit) to choose from the courses available on the SkillsFuture Credit course directory.

Please visit suss.edu.sg for current tuition fees and eligibility criteria for the government subsidy and SkillsFuture Mid-Career Enhanced Subsidy.

Internet Access

All SUSS students must have access to a computer/laptop and the Internet in order to use the electronic and website facilities which allow access to course, academic and administrative information.

✉ student_recruitment@suss.edu.sg

☎ 6248 9777

🌐 suss.edu.sg

📘 [suss.sg](https://www.facebook.com/suss.sg)

🐦 [@suss_sg](https://twitter.com/suss_sg)

📷 [suss_sg](https://www.instagram.com/suss_sg)

🌐 Singapore University of Social Sciences