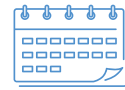


MASTER OF MARKETING (MMKT)



DURATION

Full-time - 1 year
Part-time - 2 years



INTAKES

January, March, May, July
& September



TAUGHT PROGRAMME

- Ideal for graduates in many disciplines (IT, Psychology, Engineering, etc) who wish to augment their CV to gain an edge in the employment market.
- This programme takes you on a developmental journey of skills and knowledge needed to become an effective and reflective marketing practitioner.
- Gain in-depth understanding of markets and how they work, coupled with the introduction of theories, tools and techniques in which firms can use to connect with and shape those markets.
- Learn how to uncover new and emerging consumer practices that may offer potential for creating new markets.
- The programme critically explores issues facing firms, markets and consumers, ultimately springboards to a range of marketing-related careers.

VALIDATED BY:



CAREER PROSPECTS



- Account Manager
- Brand Manager
- Business Development Manager
- CEO/COO
- Customer Service Manager
- Communications Director
- Communications Manager
- Digital Marketing Manager
- Logistics Manager
- Managing Director
- Market Research Manager
- Marketing Director
- Marketing Manager
- Procurement Manager
- Public Relations Manager
- Retail Operations Manager
- Sales Director
- Sales Manager
- Service Delivery Manager
- Supply Chain Manager
- Trade Marketing Manager

PROGRAMME STRUCTURE

Introduction to Marketing Theory

- Consumer Behaviour
- Global Marketing
- Marketing Communication
- Marketing Theory & Application
- Services Marketing

Seeing Marketing Theory in Practice

- Marketing Research Methods
- Strategic Marketing

The Practice of Marketing

- Research Project I
- Research Project II

Elective (Choose 1)

- Business-to-Business Marketing
- Digital Marketing
- Marketing Analytics

CLASS SCHEDULE

Full-time Schedule:

- Friday : 6.00pm to 10.00pm
- Saturday and Sunday : 9.00am to 6.00pm

Part-time Schedule:

- Friday : 6.00pm to 10.00pm
- Saturday / Sunday : 9.00am to 6.00pm

CONTACT

For more information, please email
mmkt@sunway.edu.my

