

MASTER OF MARKETING

Programme Educational Objectives

The objectives of the MMkt programme are to produce graduates who can:

- Apply knowledge in managing organisations from marketing aspects.
- Solve issues related to marketing through research and be able to communicate effectively.
- Practice the values of professional ethics and social responsibility in a career and appreciate continuous learning.

INTRODUCTION

The Universiti Malaya (UM), Master of Marketing (MMkt) aims to produce graduates with advanced knowledge and skills in marketing who can manage organisations whilst at the same time are concerned with social responsibility and professional ethics.

MMkt supports the vision of UM to become a world-renowned educational institution in terms of teaching by offering a unique master's degree programme in the country on par with similar programmes offered by internationally renowned business schools. It supports the mission of UM by developing a quality and relevant study programme in line with the needs of the country to form a professional and highly skilled marketing management team capable in solving complex organisational marketing issues. Professionalism is cultivated through strategic and comprehensive marketing courses, while complex marketing problem solving skills are nurtured through courses such as Marketing Research, Data Analysis, Research Project, and other essential marketing-related courses. In addition, exposure to the latest marketing theories builds a global mind-set among students while providing solutions to marketing problems.

The pedagogies are aimed at optimising the efficiency of the learning process. Each student is required to complete a minimum of **42 credit hours of learning and research activities**. On the average, the students will require 1 year of study.

Programme Learning Outcomes

In line with the above goals, at the end of the programme, the graduates of MMkt will be able to achieve the following programme outcomes:

- Critically assess theories and concepts in the field of marketing.
- Apply theories and concepts in designing and making marketing decisions.
- Perform independent research in the field of marketing that complies with regulatory, ethical and professional guidelines..
- Exhibit the ability to manage, lead and communicate effectively and to practice social responsibility in the context of marketing.
- Formulate solutions to address marketing issues using scientific and critical thinking skills in a global marketing environment.
- Apply lifelong learning skills in their professional development.

MMkt PROGRAMME

Entry Requirements

Applicants for the programme should possess:

- A bachelor's degree in any field with a **minimum CGPA of 3.00 out of 4.00** or its equivalent from a recognised university; **and**
- A minimum of IELTS score 6.0 **OR** TOEFL score 550 (paper) / 213 (computer) **OR** PTE score of 55 for the paper-based (Academic) for international application whose first language is not English.

Note : Candidates that fulfill the requirements maybe called for an admission interview to gauge specific skills / knowledge required for the programme.

Career Prospects

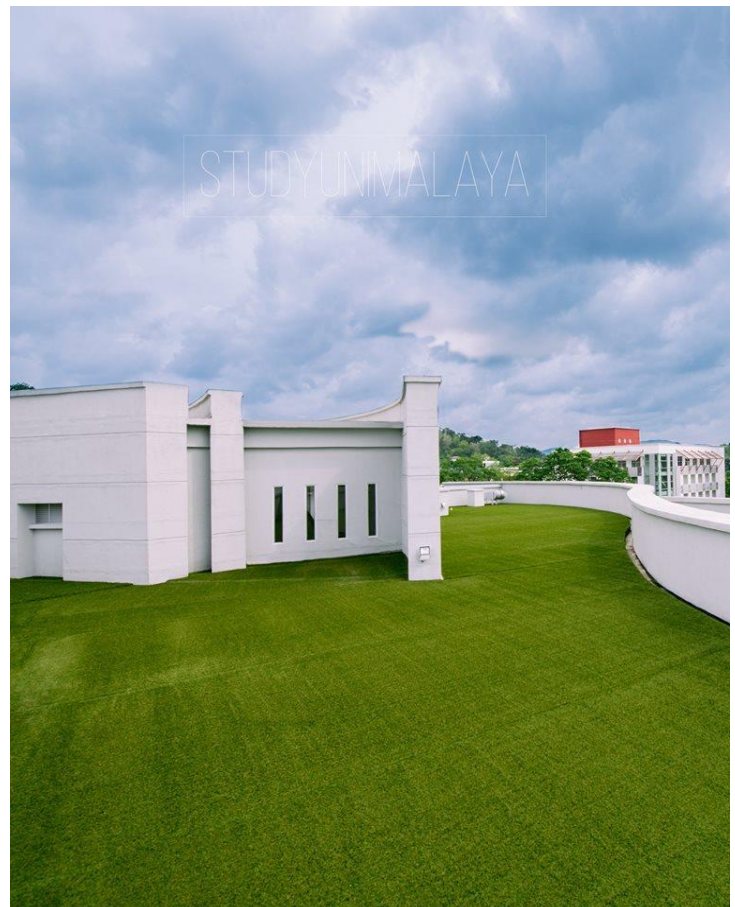
The type of jobs related to MMkt graduates includes management and professional positions. They are:

- Marketing Manager
- Brand Manager
- Marketing Researcher
- Market Analyst
- Customer Service Manager
- Marketing Communications Manager
- Public Relations Manager
- Sales Manager
- Retail Manager

Target Market

The UMGSB MMkt programme is designed for the executives and managers aspiring to acquire the skills, knowledge and competencies to better position themselves in the organisation. The target participants of the programme are:

- Employees of various industry backgrounds who wish to learn the overall marketing functions.
- People who are seeking for career progression.
- People who intend to change industry or job functions.
- Graduates who expect to develop skills and critical thinking in marketing.



PROGRAMME STRUCTURE

The programme offers **evening classes from 6.30 pm until 9.30 pm** with the emphasis on quality teaching and student participation. **The minimum and maximum periods of candidature are three (3) and eight (8) semesters respectively.** A full-time MMkt programme at the faculty commences once a year (September). It should be noted that any withdrawal from the semester(s) by candidate will not be excluded from the duration of the programme.

Courses are divided into **three (3) categories: core, specialisation and elective courses.** In addition, the students are required to undertake **a research project in an area of interest.** The design of the courses and components allow students to maximise their learning and develop the skills that are essential for their career development. Students are required to take a total of **42 credits** as follows:

Courses	Credit hours
Core Courses	14
*Specialisation Courses	12
*Elective Courses	6
Research Project	10
Total	42

**All specialisation and elective courses carry 3 credits*



PROGRAMME STRUCTURE

Core Course (14 Credits)

Specialisation Course (12 Credits)

Core courses are designed to expose students to the fundamentals of marketing of business organisations.

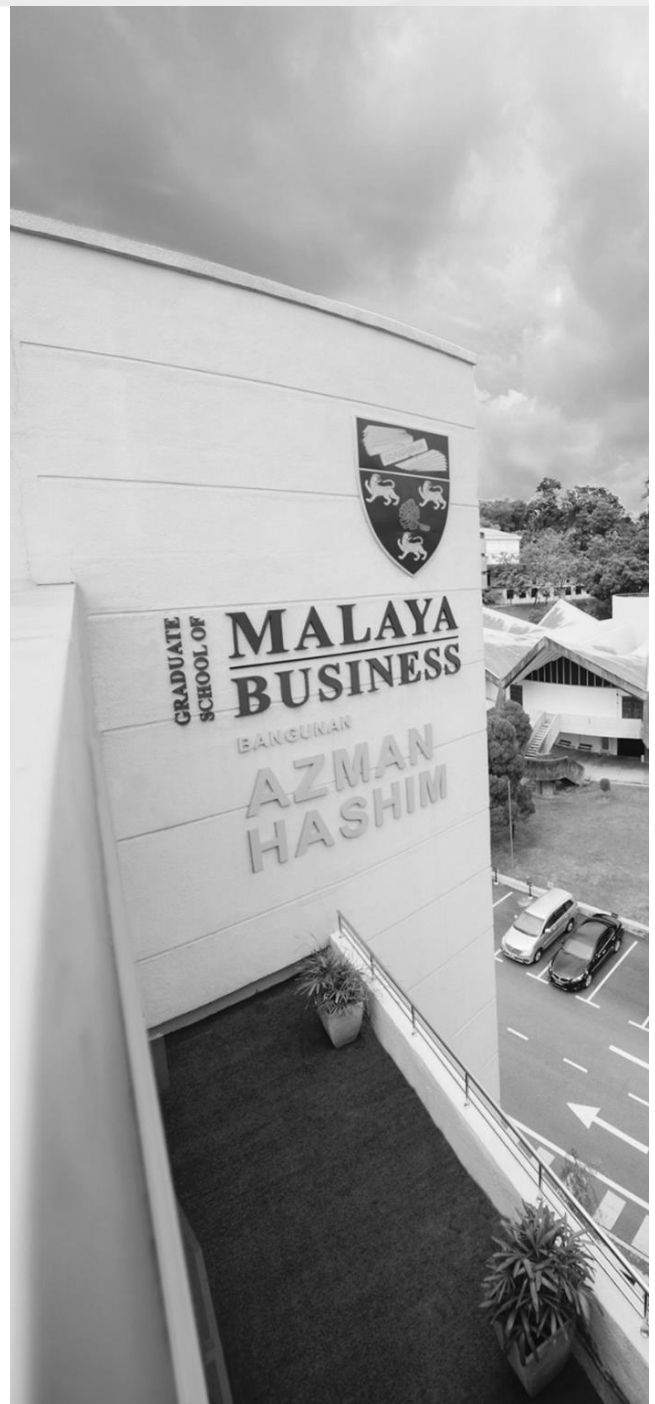
The core courses are as follows:

Course Code	Course Name
CQE7001	Marketing Research Methods <i>Note : Students are required to register Marketing Research Methods and obtain atleast Grade B (PASS) and above before register for CQE7002 Research Project</i>
CQE7004	Product Development & Innovation
CQE7003	Industry Engagement
CQC7004	Strategic Marketing

**Each core course carry three (3) credit hours except of Industry Engagement five (5) credits*

Students are required to take **FOUR (4) specialisation courses**, which make up 12 credits. The following is the list of specialisation courses

COURSE CODE	COURSE NAME
CQE7005	Digital Media Marketing
CQC7024	Consumer Behaviour
CQC7026	Global Branding
CQC7028	Integrated Marketing Communications

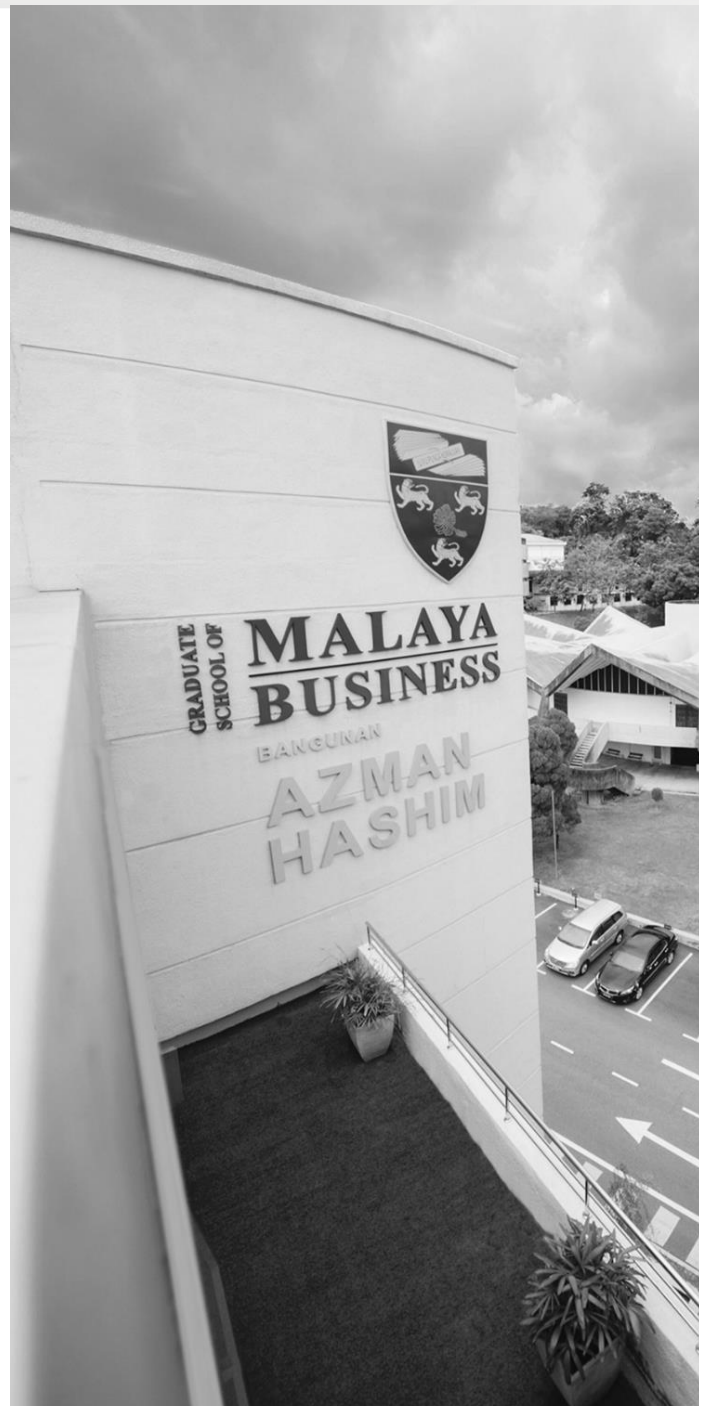


PROGRAMME STRUCTURE

Elective Course (6 Credits)

Students are required to take **TWO (2) elective courses**, which make up 6 credits. The following is the list of elective courses:

COURSE CODE	COURSE NAME
CQE7006	Tourism & Hospitality Marketing
CQE7007	Marketing Data Analysis
CQE7008	Contemporary Themes in Marketing
CQC7025	Services Marketing
CQC7027	Trade Marketing



PROGRAMME STRUCTURE

Research Project (10 Credits)

The Research Project for MMkt programme introduces students to research, thereby providing an opportunity to conduct in-depth research in their area of interest. The research report should demonstrate that the student can carry out research and report their findings accurately as well as coherently.

This research component is in partial fulfilment of the requirements for the degree at UMGSB. MMkt students are required to get registered, complete and Pass the Research Project before the degree can be awarded.

Students are required to obtain a Pass ((**Grade B and above**) in **CQE7001 Marketing Research Methods** before getting registered for CQE7002 Research Project. The timeframe for students to complete the Research Project is **two (2) semesters applicable for normal and special semesters**. **If students failed to complete in two (2) semesters, they will obtain an F grade, which requires them to repeat the course for another two (2) semesters and pay the full fees for the course.**

The minimum number of words is 15,000 and the maximum number of words is 30,000 (footnotes, references, appendixes, tables and figures are excluded). The evaluation of the Research Project report consists of a **written report (80%)** and an **oral presentation (20%)**.

The examiners for the Research Project comprised of:

- i. Supervisor (60% of the assessments) and
- ii. Internal Assessor (40% of the assessments).

Grading of the Research Project is subject to the Rubric provided by UMGSB. The grading will be based on the report submitted to the examiner. The students are not allowed to make any changes to the content of the presentation after the submission for grading purpose. Upon submission and examination, the students will have to make corrections to the report based on the comments and recommendations of the assessor and supervisor(s).



PROGRAMME STRUCTURE

Industry Engagement (5 Credits)

The students will be assigned to a company for the industry engagement for 9 weeks. They will play a consultant role in solving the marketing issue(s) assigned by the company.

Each group will be supervised by both academic and industry supervisor. The students need to submit the logbook, reflection, and report to the academic supervisor. The rubrics will be provided to the students during the briefing.

The industry engagement evaluation will be based on continuous assessment:

Component	Assessor	%
Logbook (individual)	Academic supervisor	10
Reflection (individual)	Academic supervisor	10
Proposal presentation (individual)	Academic supervisor	10
Final presentation (individual)	Academic supervisor	10
Final report (group)	Academic supervisor	20
Academic supervisor evaluation	Academic supervisor	20
Industry supervisor evaluation	Industry supervisor	20
Total		100

The logbook must be signed by the industry supervisor. The proposal and final presentation will be held on week 4 and 8 respectively. Only the final report will be graded on a group basis while the remaining components will be assessed individually.