MMkt
Master of Marketing

2025/2026

ACCREDITATION

UMBS is fully accredited by the Association of MBAs (AMBA) and the Association to Advance Collegiate Schools of Business (AACSB) International. These accreditations represent the highest standard of achievement in postgraduate business education in terms of curriculum, teaching, research and facilities.

HIGH PROFILE

Networking with our high-profile group of Candidates ranging from Senior Manager to C-Level.

► REASONS TO STUDY AT UMBS

TOP 58 RANKING

UM is ranked 58th in the QS World University Rankings 2025.

EXPERTISE

UMBS programmes source industrial experts to share their experience and knowledge with the students. UMBS has an international faculty with academics trained from top universities around the world.

DIVERSITY

Candidates can learn from our diverse group of lecturers and visiting academics from all regions of the world. UMBS has the highest composition of international Candidates in the country from Germany, Denmark, Sweden, the United States of America, Ecuador, Iraq, Iran, Palestine, Yemen, Saudi Arabia, Jordan, Turkey, Libya, South Africa, Korea, Japan, China, India, Pakistan, Bangladesh, Indonesia, Thailand, Philippines, Singapore, Myanmar and Vietnam.

General Information

This handbook is designed to provide students with general information and guidance about studying in the Universiti Malaya Business School (UMBS) Programmes and should be referred to in conjunction with the Universiti Malaya's other rules and regulations.

This handbook does not supersede any of the Universiti Malaya Rules and Regulations or any other resolutions approved by the Senate from time to time.

We consider it each student's responsibility to make themselves familiar with the contents of this handbook and also the above rules and regulations. We believe that the information provided in this handbook may help you avoid any unnecessary problems.

Please do not hesitate to contact the UMBS Office if you have any questions.

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ACADEMIC CALENDAR 2025/2026

ACADEMIC CALENDAR 2025/2026 ACADEMIC SESSION
(MASTER AND DOCTORATE LEVEL)
AMENDMENT

SEMESTER I					
Orientation *(Week of Welcome)* - WOW	1	week	05.10.2025	-	12.10.2025
Lectures	6	weeks*	13.10.2025	-	23.11.2025
Mid Semester I Break	1	week	24.11.2025	-	30.11.2025
Lectures	8	weeks*	01.12.2025	-	25.01.2026
Revision Week	1	weeks*	26.01.2026	-	01.02.2026
Semester I Final Examination	3	weeks*	02.02.2026	-	22.02.2026
Semester I Break	2	week	23.02.2026	-	08.03.2026
	22	weeks			
SEMESTER II					
Lectures	7	weeks*	09.03.2026	-	26.04.2026
Mid Semester II Break	1	week	27.04.2026	-	03.05.2026
Lectures	7	weeks*	04.05.2026	-	21.06.2026
Revision Week	1	week*	22.06.2026	-	28.06.2026
Semester II Final Examination	3	weeks*	29.06.2026	-	19.07.2026
Semester II Break	4	weeks	20.07.2026	-	16.08.2026
	23	weeks			
SPECIAL SEMESTER					
Lectures	7	weeks*	27.07.2026	-	13.09.2026
Special Semester Final Examination	1	week*	14.09.2026	-	20.09.2026
Special Semester Break	1	week	21.09.2026		28.09.2026
	9	weeks			

Notes:

(1) The Module Registration and Examination Schedule can be referred to at https://umsitsguide.um.edu.my. All information is subject to change.

UNIVERSITY
VISION, MISSION AND CORE VALUES

Vision

A global university impacting the world.

Mission

Pushing the boundaries of knowledge and nurturing aspiring leaders.

Core Values

Passion, Oneness, Integrity, Sincerity and Empathy

FACULTY
VISION, MISSION AND OBJECTIVES

Vision

A global university impacting the world.

Mission

We aspire to be the leader and preferred institution in business and accounting education by:

- Providing graduates quality education and global perspective that meet the evolving needs of various stakeholders
- Contributing to the advancement of knowledge in the area of business and accounting through quality research and publication.

Objectives

- To produce graduates who are socially responsible, knowledgeable and highly skilled in business, management and accounting.

- To explore and expand the frontiers of knowledge through teaching, research and publication.

- To establish a closer relationship and improve cooperation with the private and public sectors, as well as with other institutions of higher learning – local and international

THE ESTABLISHMENT OF
FACULTY OF BUSINESS AND ECONOMICS

Business education in the Universiti Malaya dates back to 1966 when the Faculty of Economics and Administration first offered business and accounting courses.

In line with the growing demand for business and economics programmes, the Universiti Malaya, Faculty of Business and Economics (FBEc) was subsequently established on 6th September 2021 (a merger of three faculties namely, Faculty of Business and Accountancy - FBA, Faculty of Economics and Administration - FEA and International Institute Of Public Policy & Management – INPUMA) to focus on developing these programmes. However, on 1st February 2024 INPUMA has been placed under Deputy Vice-Chancellor (Academic & International) Office.   FBEc strives to meet the challenges of preparing the Candidates to play a vital role in the industry and nation building. FBEc seeks to remain at the forefront of business and economics education and continues to enjoy the reputation of an excellent knowledge-based institution.

FBEc is headed by a Dean and assisted by four (4) Deputy Deans, one (1) Director, one (1) Faculty Manager and six (6) Head of Departments. The six (6) departments are Accounting, Finance, Management and Marketing, Decision Science, Economics and Political Science, Public Administration and Development Studies.

Currently, FBEc offers fifteen (15) programmes:

Postgraduate Level
- Master of Business Administration (MBA)
- Master of Management (MM)
- Master of Accounting (Reporting and Management Accountability) (MAcc)
- Master of Marketing (MMkt)
- Euro Asian MBA-MSc Programme (Dual Degree)
- Master of Economics (MEc)
- Master of Development Studies (MDS)
- Master of Public Administration (MPA)
- Master of Applied Statistics (MAS)
- Doctor of Philosophy (PhD)
- Doctor of Business Administration(DBA)

Undergraduate Level
- Bachelor of Business Administration (BBA)
- Bachelor of Accounting (BAcc)
- Bachelor of Finance (BFin)
- Bachelor of Economics (BEc)

As part of our effort to strengthen our programmes, FBEc has collaborated with various business communities and government agencies. In addition, there are several Faculty members who are affiliated with professional bodies such as the Malaysian Institute of Accountants (MIA), Malaysian Institute of Certified Public Accountants (MICPA), Association of Chartered Certified Accountants (ACCA) and Chartered Financial Analyst (CFA), Chartered Institute of Marketing (CIM)

AZMAN HASHIM BUILDING

Ambank Group Chairman Tan Sri Azman Hashim personally funded the RM25mil building project through the Yayasan Azman Hashim charitable institution to Universiti Malaya (UM). The AHB was built on the car park space opposite to the Faculty of Business and Economics (FBEc) dedicated to the postgraduate students of UMBS. The construction of the building started in November 2013 and was completed in April 2016.

The design concept was inspired by the principles of Feng Shui philosophy which aims at establishing a link with the local traditions while projecting the future, using the latest technologies. Feng Shui literally means "Wind and Water", in honour of the two elements that shape the Earth and determine the healthy characters of a place.

With a built-up area of approximately 79,501 sq ft, AHB can accommodate up to 850 postgraduate students, and houses a theatre room and a banquet, seminar rooms, discussion rooms, a trading lab, a marketing lab, computer labs, a grab and go café, a 24-hour wi-fi service and 80 parking bays.

MASTER DEGREE
BY
COURSEWORK

MASTER OF MARKETING

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**. The minimum duration of the study is 1 year, while the maximum is 4 years.

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.

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 with a **minimum CGPA of 3.00 out of 4.00;**

- A minimum score of Band 4.0 for **MUET** OR **IELTS** with a minimum of overall score of Band 6.0 OR **TOEFL iBT (Centre-based)** score of 60 and **TOEFL Essentials (Online**) score of 8.5 (online) OR **PTE Academic** with a minimum score of 59 OR **B1 Preliminary, B2 First, C1 Advanced, C2 Proficiency** score of 169 – For International Applicants only **and**

- Pass the Interview and assessment by Faculty.

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 & Retail Manager
- Digital Marketing Analyst

Target Market

The UMBS 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 **weekday evening classes from 6.00 pm until 9.00 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 twice a year (Oct. and Mac. Intakes). 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, 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	26
Elective Courses	6
Research Project	10
Total	**42**

PROGRAMME STRUCTURE
Core Course (26 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
AA117001	Research Methodology *Note : Students are required to register Research Methodology before registering for AA057001 Research Project.*
AA057001	Research Project *1. Pre-requisite – Register AA117001 Research Methodology.* *2. Students are required to register AA057001 Research Project in two (2) consecutive semesters.*
AA057002	Strategic Marketing
AA057003	Design Thinking and Innovation
AA057004	Consumer Behavior & Sustainable Consumption
AA057005	Marketing Data Analysis *Note : Pre-requisite – Register AA117001 Research Methodology before registering for AA057005 Marketing Data Analysis.*
AA057006	Integrated Marketing Communication
AA057007	Digital Marketing and Analytics
AA057008	Industry Engagement

*Each core course carry three (3) credit hours except of Research Method & Industry Engagement four (4) credit hours, and Research Project ten (10) credit hours.
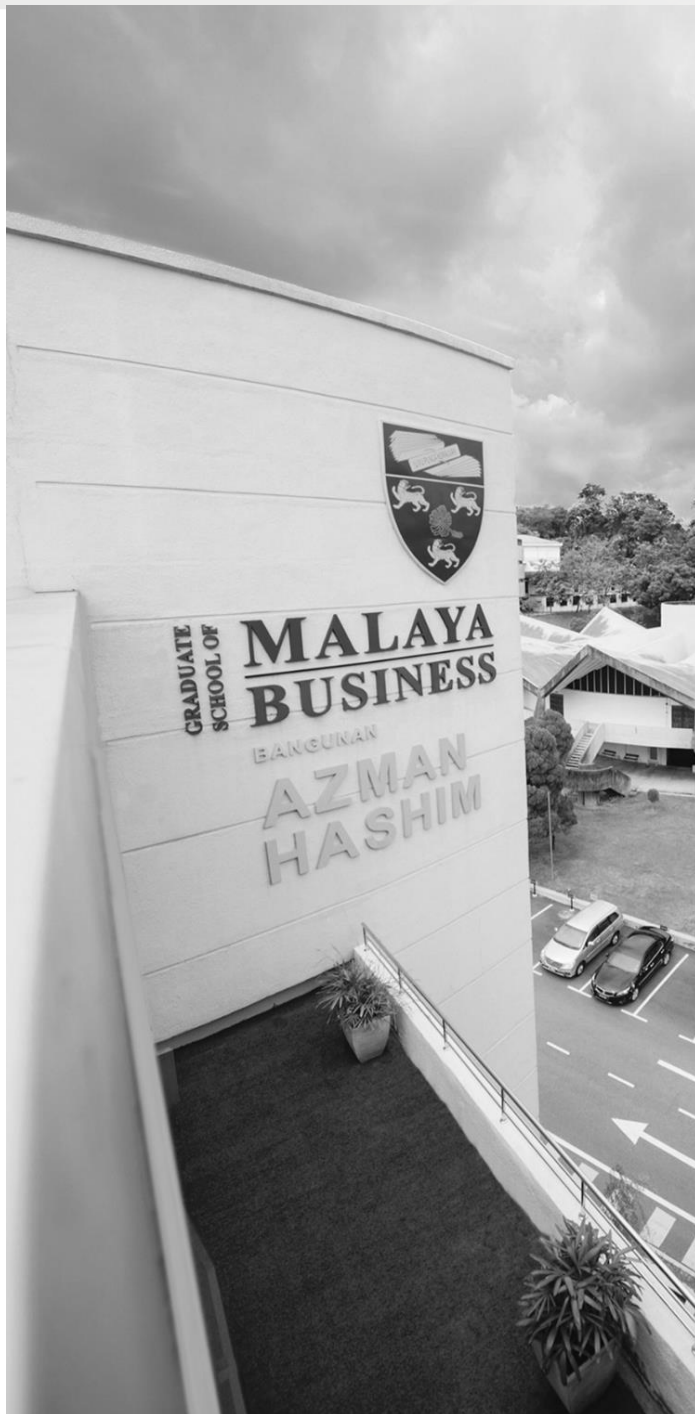
PROGRAMME STRUCTURE
Elective Course (6 Credits)

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

COURSE CODE	COURSE NAME
AA057011	Tourism & Hospitality Marketing
AA057012	Contemporary Marketing & ESG Impact
AA057013	Global Branding
AA057014	Services Marketing
AA057015	Sustainable Entrepreneurship
AA057016	Global Supply Chain For A Sustainable Future
*AA057017	Business Ethics dan ESG
AA107005	Artificial Intelligence and Machine Learning for Business

Note: Elective Courses are offered in alternate semesters (Semester 1 and 2).

Each elective course carry three (3) credit hours except for Business Ethics and ESG four (4) credit hours.

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 UMBS. MMkt students are required to get registered, complete and Pass the Research Project before the degree can be awarded.

Students are required to register **Research Methodology (AA117001)** before getting registered for **Research Project (AA057001)**.The timeframe for students to complete the Research Project is **two (2) consecutive semesters applicable for normal and special semesters. If students failed to complete in two (2) consecutive semesters, they will obtain an F Grade, which requires them to repeat the course for another two (2) consecutive 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 (100%).**

Grading of the Research Project is subject to the Rubric provided by UMBS. 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 Internal Examiner and supervisor.

PROGRAMME STRUCTURE
Industry Engagement (4 Credits)

The students will be assigned to a company for the industry engagement for 8 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.

UMBS will conduct a survey prior to the commencement of the new semester to collect information on the number of students who will register for Industry Engagement for the upcoming semester. This is to smooth the process of assigning the students to a company.

The assignment of the company will be affected if there is a late registration or if the students fail to fill out the survey.

STUDY PLAN

The UM academic year consists of two normal semesters and a special semester. Each of the semesters is divided into two blocks by a 1-week mid-semester break with a total of 14 learning weeks then followed by 3 weeks of examinations. The general academic year and semesters in UM are as follows:

Semester(s)	Period
Semester 1	October to February
Semester 2	March to July
Special Semester	August to September

Please refer to the latest academic calendar issued by Academic Service Department (ASD): https://aasd.um.edu.my/academic-calendar

Below is the duration for MMkt Programme :

Duration	Semester
Minimum (1 YEAR)	Two (2) Normal Semesters + One (1) Special Semester
Maximum (4 YEARS)	Eight (8) Normal Semesters

STUDY PLAN A

Semester 1 Intake: Graduating MMkt in 1 Year
[2 Normal Semesters + 1 Special Semester]

Definition
- **"semester"** means a specific duration determined by the University in an academic session which constitutes normal semesters and special semesters.
- **"Normal Semester"** means Semester I or Semester II as provided in the Calendar of Study.
- **"Special Semester"** means a semester with a shorter duration from a Normal Semester and offered after Semester II.

1st SEMESTER (Oct.-Feb.)			
COURSE	**CODE**	**COURSE NAME**	**CREDIT**
Core	AA117001	Research Methods	4
Core	AA057002	Strategic Marketing	3
Core	AA057007	Digital Marketing and Analytics	3
Core	AA057004	Consumer Behaviour and Sustainable Consumption	3
Elective	AAXXXXX	Elective 1	3
		SUBTOTAL	**16**

2nd SEMESTER (Mac.-July)			
COURSE	**CODE**	**COURSE NAME**	**CREDIT**
Core	AA057003	Design Thinking and Innovation	3
Core	AA057005	Marketing Data Analysis	3
Core	AA057006	Integrated Marketing Communications	3
Research	AA057001	Research Project: Progress 1 (P1)	5
Elective	AAXXXXX	Elective 2	3
		SUBTOTAL	**17**

* 3rd SEMESTER (SPECIAL SEMESTER: Aug.-Sept.)			
COURSE	**CODE**	**COURSE NAME**	**CREDIT**
Core	AA057008	Industry Engagement	4
Research	AA057001	Research Project: Progress 2 (P2)	5
		SUBTOTAL	**9**
		TOTAL	**42**

Note: Special semester will be held for 7 weeks

STUDY PLAN B

Semester 1 Intake: Graduating MMkt in 2 Years [4 Normal Semesters]

Definition
- **"semester"** means a specific duration determined by the University in an academic session which constitutes normal semesters and special semesters.
- **"Normal Semester"** means Semester I or Semester II as provided in the Calendar of Study.
- **"Special Semester"** means a semester with a shorter duration from a Normal Semester and offered after Semester II.

1st SEMESTER (Oct.-Feb)			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA117001	Research Methods	4
Core	AA057002	Strategic Marketing	3
Core	AA057004	Consumer Behaviour and Sustainable Consumption	3
		SUBTOTAL	10

2nd SEMESTER (Mac-July)			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA057003	Design Thinking and Innovation	3
Core	AA057005	Marketing Data Analysis	3
Core	AA057006	Integrated Marketing Communications	3
Elective	AAXXXXX	Elective 1	3
		SUBTOTAL	12

*3rd SEMESTER (Oct.-Feb)			
COURSE	CODE	COURSE NAME	CREDIT
Core	AA057007	Digital Marketing and Analytics	3
Research	AA057001	Research Project: Progress 1 (P1)	5
Elective	AAXXXXX	Elective 2	3
		SUBTOTAL	11

4th SEMESTER (Mac.-July)			
COURSE	CODE	COURSE NAME	CREDIT
Elective	CQE7003	Industry Engagement	4
Research	AA057001	Research Project: Progress 2 (P2)	5
		SUBTOTAL	9
		TOTAL	42

STUDY PLAN C

Semester 2 Intake: Graduating MMkt in 1 1/2 Years [3 Normal Semesters]

Definition
- **"semester"** means a specific duration determined by the University in an academic session which constitutes normal semesters and special semesters.
- **"Normal Semester"** means Semester I or Semester II as provided in the Calendar of Study.
- **"Special Semester"** means a semester with a shorter duration from a Normal Semester and offered after Semester II.

1st SEMESTER (Oct.-Feb)			
COURSE	**CODE**	**COURSE NAME**	**CREDIT**
Core	AA117001	Research Methods	4
Core	AA057003	Design Thinking and Innovation	3
Core	AA057006	Integrated Marketing Communications	3
Elective	AAXXXXX	Elective 1	3
Elective	AAXXXXX	Elective 2	3
		SUBTOTAL	**16**

2nd SEMESTER (Mac-July)			
COURSE	**CODE**	**COURSE NAME**	**CREDIT**
Core	AA057002	Strategic Marketing	3
Core	AA057004	Consumer Behaviour and Sustainable Consumption	3
Core	AA057005	Marketing Data Analysis	3
Core	AA057007	Digital Marketing and Analytics	3
Research	AA057001	Research Project: Progress 1 (P1)	5
		SUBTOTAL	**17**

3rd SEMESTER (Oct.-Feb)			
COURSE	**CODE**	**COURSE NAME**	**CREDIT**
Elective	CQE7003	Industry Engagement	4
Research	AA057001	Research Project: Progress 2 (P2)	5
		SUBTOTAL	**9**
		TOTAL	**42**

Details of Courses

APPENDIX - Details of Core Courses

COURSE TITLE	RESEARCH METHODOLOGY
COURSE CODE	**AA117001** *Note : Students are required to register Research Methodology before registering for Research Project.*
LEARNING OUTCOMES	1. Explain the methods, techniques and process of marketing research. 2. Apply appropriate research methods and techniques in each marketing research stage. 3. Utilise appropriate statistical tools to analyse data. 4. Write a marketing research proposal.
SYNOPSIS	This course introduces the concepts and techniques underlying the process of marketing research and its role in decision making. The focus is on developing the skills necessary to design and conduct effective research related to marketing.

COURSE TITLE	STRATEGIC MARKETING
COURSE CODE	**AA057002**
LEARNING OUTCOMES	1. Explain marketing concepts and theories. 2. Analyse how consumer and business markets influence organisation's marketing decision. 3. Apply marketing mix in formulating effective marketing strategies. 4. Design a strategic marketing plan for a business.
SYNOPSIS	The course introduces students to the theory and application of marketing. It integrates marketing concepts and applies them to the dynamic business environment.

APPENDIX - Details of Core Courses

COURSE TITLE	DIGITAL MARKETING AND ANALYTICS
COURSE CODE	**AA057007**
LEARNING OUTCOMES	1. Explain the role and importance of digital marketing in a rapidly changing business environment. 2. Examine various strategic approaches to digital marketing. 3. Assess effectiveness of digital marketing campaign on company's strategy. 4. Develop a marketing campaign using digital platforms such as social media, blogs and content marketing
SYNOPSIS	This course provides an introduction to digital media marketing by covering all the major digital platforms including social media. Students will also learn how the effectiveness of digital media marketing campaigns can be measured.

COURSE TITLE	CONSUMER BEHAVIOUR AND SUSTAINABLE CONSUMPTION
COURSE CODE	**AA057004**
LEARNING OUTCOMES	1. Discuss the concepts and theories in consumer behaviour. 2. Describe the consumer behaviour model. 3. Analyse the internal and external influences affecting consumer behaviour. 4. Apply theories of consumer behaviour in marketing situations.
SYNOPSIS	This course will focus on the psychological factors influencing individual consumption behaviour. The major topics covered in this course are information processing, behavioural learning, personality and psychographics, consumer beliefs, attitudes and behaviour, consumer decision making process, situational influences, group processes, cultural processes and global issues in consumer behaviour.

APPENDIX - Details of Core Courses

COURSE TITLE	DESIGN THINKING AND INNOVATION
COURSE CODE	**AA057003**
LEARNING OUTCOMES	1. Explain the stages of new product development. 2. Describe the tools and methods for product design and development. 3. Analyse the factors that lead to new product success. 4. Develop a plan for a new product by applying the relevant models and framework in new product development (NPD).
SYNOPSIS	This course introduces students to the techniques and models of designing and developing a new product or service through theoretical and practical approaches. They will learn the related tools and methods in analysing market opportunities. Students will also acquire the skills for developing an effective New Product Development Plan by integrating all the components of new product development.

COURSE TITLE	INTEGRATED MARKETING COMMUNICATIONS
COURSE CODE	**AA057006**
LEARNING OUTCOMES	1. Apply concepts and tools of Integrated Marketing Communications (IMC) in making business decisions. 2. Discuss the roles of IMC adhering to legal, ethical and professional practices in an organisation. 3. Discuss the current issues in IMC. 4. Apply skills of using marketing communications tools for effective communications.
SYNOPSIS	This course provides a managerial examination of the role of communications within the marketing mix, i.e., promotion. It explores all aspects of advertising and promotion in depth and detail with an emphasis on real-world practice and application. Course topics include setting communication objectives, designing and executing a message strategy, using media and developing an integrated marketing communication strategy designed to connect with and motivate the consumer toward an intended action or belief.

APPENDIX - Details of Core Courses

COURSE TITLE	MARKETING DATA ANALYSIS
COURSE CODE	**AA057005** *Note : Pre-requisite – Register AA117001 Research Methodology before registering for AA057005 Marketing Data Analysis.*
LEARNING OUTCOMES	1. Utilise appropriate data analysis software. 2. Implement data analysis using appropriate statistical techniques. 3. Interpret data critically and ethically. 4. Utilise data for inferences and reporting.
SYNOPSIS	This course exposes students to the techniques of quantitative and qualitative marketing data analysis. This course will also guide them in using a variety of analytical software and interpreting the data.

COURSE TITLE	INDUSTRY ENGAGEMENT
COURSE CODE	**AA057008**
LEARNING OUTCOMES	1. Apply marketing knowledge in practical settings. 2. Use good verbal and written marketing communication skills. 3. Demonstrate professional marketing standards and ethics in the industrial tasks/settings.
SYNOPSIS	This course strengthens the professional skills of students by reviewing real marketing cases from a wide range of industries including global and local markets. This course covers work integrated learning experience where their knowledge and skills will be used and evaluated in the context of a real organisation. Feedback from industry and/or society is also important for their experience.

APPENDIX - Details of Research Project

COURSE TITLE	RESEARCH PROJECT
COURSE CODE	**AA057001** *1. Pre-requisite – Register AA117001 Research Methodology* *2. Students are required to register AA057001 Research Project in two (2) consecutive semester*
LEARNING OUTCOMES	1. Conduct marketing research ethically using appropriate and accurate methodologies. 2. Analyse data using scientific methods for marketing research. 3. Report the research output in a critical, systematic and ethical manner. 4. Formulate solutions to marketing research problems.
SYNOPSIS	This course requires students to undertake a project of academic marketing research using the scientific method. Students should focus their research on a marketing discipline such as advertising, branding, services, retail etc. At the end of the course, they must submit a research report with a maximum of 30,000 words and present it to the panel of examiners.

APPENDIX - Details of Elective Courses

COURSE TITLE	TOURISM AND HOSPITALITY MARKETING
COURSE CODE	**AA057011**
SEMESTER	1
LEARNING OUTCOMES	1. Describe concepts and theories in tourism and hospitality marketing. 2. Examine the consumers' decision-making process in tourism and hospitality. 3. Analyse the impacts of marketing environment and its influences on tourism and hospitality products. 4. Design a tourism and hospitality product plan.
SYNOPSIS	This course introduces students to the theory and application of marketing in tourism and hospitality. It explains how contemporary tourism marketing is influenced by current trends. Students are required to design a plan for tourism and hospitality products by combining various aspects such as product, place, price, promotion, partnership, packing, programming, position, people and planning.

COURSE TITLE	CONTEMPORARY MARKETING AND ESG IMPACT
COURSE CODE	**AA057012**
SEMESTER	1
LEARNING OUTCOMES	1. Identify contemporary themes in marketing. 2. Apply marketing knowledge to examine contemporary issues. 3. Differentiate various marketing approaches related to contemporary issues. 4. Appraise the impacts of new theories and practices on the discipline of marketing.
SYNOPSIS	This course aims to promote awareness and appreciation of the vastness of scientific knowledge in marketing. It also introduces students to the latest marketing themes and issues from leading academic journals.

APPENDIX - Details of Elective Courses

COURSE TITLE	GLOBAL SUPPLY CHAIN FOR A SUSTAINABLE FUTURE
COURSE CODE	**AA057016**
SEMESTER	1
LEARNING OUTCOMES	1. Interpret The Functions And Processes In Supply Chain Management. 2. Examine Issues And Challenges Related To Sustainable Supply Chain Management. 3. Evaluate The Different Strategies Used For Managing Supply Chain. 4. Propose Solutions For Supply Chain Management Problems Using Decision Models.
SYNOPSIS	This course focuses on functions and processes in supply chain management. This course also covers topics related to globalisation, challenges and change for global supply chains, as well as resilient and sustainable supply chain management strategies.

APPENDIX - Details of Elective Courses

COURSE TITLE	BUSINESS ETHICS DAN ESG
COURSE CODE	**AA057017 [4 CREDITS]**
SEMESTER	1
LEARNING OUTCOMES	1. Demonstrate The Fundamentals Of Ethics, Governance, And Sustainability Principles In Organizational Practices, Considering Their Impact On Social, Environmental, And Economic Systems Aligned With The United Nations Sustainable Development Goals (SDGs). 2. Form An Individual Ethical Principle Incorporating Sustainable Development And SDG-focused Decision-making As An Essential Dimension In The Managerial Decision-making Process. 3. Analyse And Appreciate The Interdependent Roles Of Key Actors In Promoting Ethical, Sustainable, And SDG-driven Corporate Governance Practices. 4. Demonstrate And Reflect On Ethical Behaviour, Sustainable Values, And SDG-oriented Practices In Managerial Decision-making And Stakeholder Engagement, Promoting A Socially Responsible And Sustainable Business Approach.
SYNOPSIS	The aim of this course is to expose students to the theoretical background of ethics and governance in the context of a managerial environment. The course will emphasize the complexity of ethical frameworks in implementing ethics in organizational functions. Furthermore, students will analyze local and international ethical cases to help improve their ability to engage with the ethical decision-making process. As a result, students should be able to understand, describe, and evaluate the implementation of ethics and governance from the stakeholder perspective. This course will also expose students to developing what they have learned through the engagement with the community service program.

APPENDIX - Details of Elective Courses

COURE TITLE	GLOBAL BRANDING
COURSE CODE	AA057013
SEMESTER	2
LEARNING OUTCOMES	1. Discuss the terminologies, concepts and theories in branding. 2. Analyse various approaches in developing brand equity. 3. Conduct global brand audit using suitable research approach. 4. Apply various strategies in developing a sustainable global brand.
SYNOPSIS	This course will expose students to theory and practice of brand management. The course is divided into four parts: (i) introduce concept of brand and brand management, (ii) identify and establish brand positioning and values, (iii) describe the planning and implementation of brand marketing programmes and (iv) discuss how brand performance could be measured and interpreted. Particular attention will be given to international issues and global branding strategies.

COURSE TITLE	SERVICES MARKETING
COURSE CODE	AA057014
SEMESTER	2
LEARNING OUTCOMES	1. Explain the characteristics of services and their impacts on marketing strategies for services. 2. Apply the elements of services marketing mix and relevant tools in developing strategies for service organisations. 3. Appraise the challenges faced by service organisations/professionals. 4. Develop a situational analysis of contemporary issues in services.
SYNOPSIS	Understanding the field of services marketing is a pre-requisite for those who want to pursue careers in both private and public sectors. Since services possess several unique characteristics that require a distinctive approach to its marketing strategy, this course provides students the understanding of service offerings, their customers and markets. The rapid diffusion of technology has also created new forms of services that offer opportunities for organisations to engage with customers. Therefore, this course extends the marketing concepts and models and adapts them to the context of services. It also discusses the application of services marketing mix and the relevant tools in developing strategies.

APPENDIX - Details of Elective Courses

COURE TITLE	SUSTAINABLE ENTREPRENEURSHIP
COURSE CODE	AA057015
SEMESTER	2
LEARNING OUTCOMES	1. Analyze Entrepreneurial Thinking In Terms Of Strategies, Approach, Attitudes And Behaviours. 2. Determine And Relate Important Resources For Implementing Sustainability Initiatives In A Business. 3. Develop A Business Plan To Evaluate Entrepreneurial Opportunities For New Venture Creation. 4. Demonstrate Skills Of Persuasive Business Pitching.
SYNOPSIS	The course is designed to provide exposures on the concepts and principles of sustainability in business through the lens of entrepreneurial thinking. It covers contemporary topics related to the current trend and development of sustainability and entrepreneurship. The course includes topics such as concepts of sustainability and value creation through entrepreneurship, entrepreneurial thinking and process, social entrepreneurship, business plan, growth and exit strategies, leadership and challenges in start-up operation. Students also attain skills for developing a business plan to evaluate entrepreneurial opportunities for new venture creation.

APPENDIX - Details of Elective Courses

COURSE TITLE	ARTIFICIAL INTELLIGENCE AND MACHINE LEARNING FOR BUSINESS
COURSE CODE	AA107005
SEMESTER	2
LEARNING OUTCOMES	1. Analyze How Ai Technologies Are Transforming Business Operations, Supply Chains, And Strategic Decision-making Across Various Industries. 2. Use Ai Platforms And Tools, Including No-code Solutions, To Implement Ai In Business Processes. 3. Apply Machine Learning Algorithms (E.G., Linear Regression, Clustering, Decision Trees) To Solve Practical Business Problems, Such As Customer Segmentation, Demand Forecasting, And Predictive Analytics. 4. Formulate Ai-driven Business Strategies.
SYNOPSIS	Artificial Intelligence and Machine Learning for Business provides a comprehensive focus on machine learning and artificial intelligence concepts and their applications across various business domains. Through a combination of theoretical lectures, practical sessions, and case studies, students will learn how to leverage machine learning and artificial intelligence techniques to analyze data, extract insights, make predictions, and optimize business processes. The content will emphasize practical applications, real-world examples, and business implications, ensuring students grasp both the technical concepts and their business utility.