



**INTERNATIONAL  
UNIVERSITY OF  
MALAYA-WALES**

Owned by:



**UNIVERSITY  
OF MALAYA**



**University of Wales  
Prifysgol Cymru**



# BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING



**DUAL  
AWARD**

# DUAL AWARD

# BACHELOR OF BUSINESS ADMINISTRATION (HONS) IN MARKETING

KPT/JPT (R/340/6/0258) 06/23

## PROGRAMME OVERVIEW



Philosophers would describe the works of the world as a running mechanism spun by the mechanisms of business transactions. And a leader in the world of business is a leader in the world per se. As Jack Welch, one of the world's most influential CEO's once articulated, "Good business leaders create a vision, articulate the vision, passionately own a vision, and relentlessly drive it to completion." IUMW strives to perfect the next generations of visionary business professionals.

IUMW's Faculty of Business and Law conducts programmes from undergraduate levels right up to the postgraduate levels. The Faculty is headed by some of the most illustrious industrial heroes both of the local and international business arenas. In lieu with our aim to be a global university the business programmes at IUMW are meticulously designed to produce high-performing individuals that can succeed in any context across the world.

Prepare to enter the creative, fast-paced business of promotion, development and sales across unique customer markets with a Bachelor of Business Administration (Hons) in Marketing. Transform into career-progressive individuals with the tools you require to advance as global business professionals.

## DURATION OF STUDY

Malaysian Students | 6 semesters + Internship  
International Students | 6 semesters+ Internship

# APPLY NOW INTAKES

**FEBRUARY  
JUNE  
SEPTEMBER**

## ENTRY REQUIREMENTS

### Malaysian Students

- Pass in STPM, with a minimum Grade C (GP 2.00) in any two (2) subjects, and a pass in Mathematics and English at SPM level or any equivalent qualification; OR
- Pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Jayyid, and credits in Mathematics and a pass in English at SPM level; OR
- Any qualifications equivalent to Diploma; OR
- Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification; OR
- Pass UEC with minimum of Grade B in at least five (5) subjects; OR
- Fulfil other entry requirements that are recognised by the University Senate; AND
- Pass IUMW English Placement Test

### International Students

- A Level with 2 Principal passes or equivalent, recognised by Malaysian Government or fulfil any other entry requirements that are recognised by the University Senate; AND
- Pass IELTS with minimum Band 5.5, or TOEFL with a minimum score of 550; AND
- Pass IUMW English Placement Test

## CAREER OPPORTUNITIES

- Advertising account executive
- Advertising account planner
- Market researcher
- Marketing executive
- Media buyer
- Media planner
- Sales promotion account executive
- Social media manager





**UNIVERSITY OF MALAYA**

THE QS WORLD UNIVERSITY RANKINGS  
**# RANK 87 IN THE WORLD**



## PROGRAMME MODULES

### Year 1

- Principles of Management
- Principles of Marketing
- Principles of Accounting
- Business Communication
- Business Mathematics
- Intro to Entrepreneurship
- Fundamentals of Finance
- Microeconomics
- Management Information System
- Organisational Behaviour
- Introductory Business Statistics
- Legal Environment of Business (Malaysian Environment)
- Tamadun Islam dan Tamadun Asia
- Bahasa Melayu Komunikasi 2 (International Student)
- Co-Curriculum 1

### Year 2

- Macroeconomics
- Company Law
- Operation Management
- International Business
- Consumer and Buyer Behaviour
- Marketing Management
- Business Research Methods
- Human Resource Management
- Hubungan Etnik
- Pengajian Malaysia (International Student)
- Co-Curriculum 2

Choose any FOUR (4) elective  
 \*Business Modelling and Spreadsheet  
 \*Business Plan  
 \*Introduction to Entrepreneurial Behaviour  
 \*Organisational Theory and Design  
 \*Financial Management

### Year 3

- Strategic Management
- Corporate Social Responsibility and Ethics
- International Marketing
- Marketing for Entrepreneurship
- Introduction to Project Management
- Brand Management
- Contemporary Issues in Marketing
- E-Marketing
- Marketing Promotion
- Retail Marketing
- Services Marketing
- Strategic Marketing

Choose any ONE (1) elective  
 \*Industrial Training  
 \*Business Project  
 \*Compulsory for Dual Award students



**University of Wales**  
Trinity Saint David

**# RANK 7 IN THE UK**  
FOR ACADEMIC EXPERIENCE







## International University of Malaya-Wales

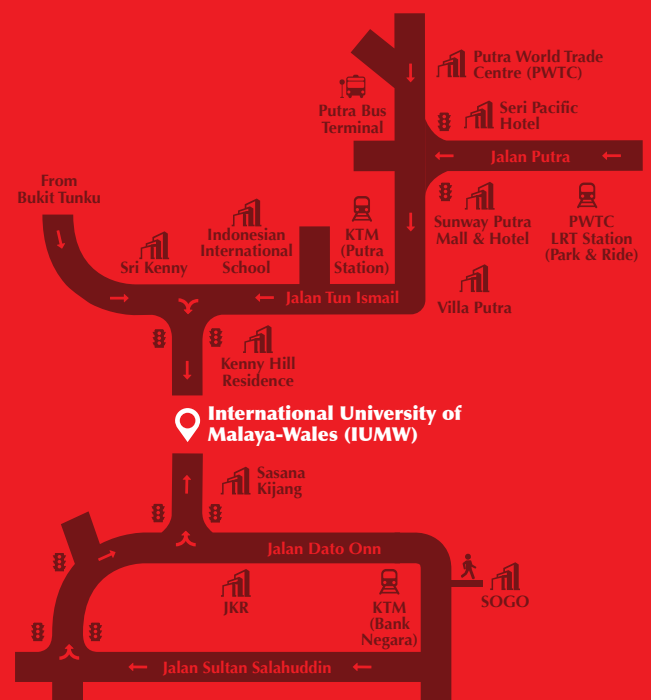
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[iumw.edu.my](http://iumw.edu.my)



The campus is easily accessible by public transport and located within 10 minutes' walk from KTM Putra Station and Star LRT PWTC Station.

**GPS** 3.160276z. 101.691676

