

Marketing



Murdoch
UNIVERSITY

INTERNATIONAL STUDY CENTRE
DUBAI

- 3 Years full time internal study
- Dubai International Academic City Campus



DISCOVERERS WELCOME

About Marketing (BCom)

Want to learn how to win friends and influence people? That is what Marketing is all about; influencing behaviour, attitudes and perceptions of people through various forms of communication. As a result, everyday we are often the target of a variety of marketing communications that aim at changing our perceptions or altering our attitudes in order, in most cases, to make us buy a product or service.

Marketing is obviously an essential role in all public and commercial organisations. Organisations manage their marketing activities to create customer satisfaction by building valuable relationships. Marketing identifies customer needs and wants, determines which target markets the organisation can best serve, and

develops and manages the appropriate products, services and strategies to satisfy that market.

Your study of Marketing will provide you with a thorough understanding of marketing theory through practical applications of the marketing exchange processes using Product Development and Planning, Pricing Strategies, Integrated Marketing Communications and Distribution Channel Management.

What can you do with a Marketing degree?

Having a solid background in commerce, particularly if you have chosen to combine your Marketing degree with another major, makes you

very employable. The following are just some of the professions you could consider: Convention Services Manager; Hotel Sales/Marketing Director; Public Relations Manager; Media Planner; Media Buyer; Market Research Analyst; Advertising Manager; Promotions Manager; Sales Manager; Marketing Manager.

Marketing

Course Structure

Year 1

Foundation Unit

All first year students are required to take a foundation unit. These units are designed to provide you with the necessary skills for successful study at a university level.

Core Units

You must take these units for a particular major to gain a specialisation in this area.

- Principles of Commercial Law
- Introduction to Accounting
- Introduction to Statistics
- Principles of Marketing

General Electives

General electives give you the flexibility to learn from a variety of areas. You must take these units in order to graduate from the course.

Select three 100-level units offered by the University, subject to individual unit prerequisites.

Year 2 and 3

Core Units

- Marketing Management
- Marketing and Advertising Law
- Consumer Behaviour
- Marketing Research and Analysis

Specified Electives

These are elective units that must be chosen from a specified list to give you further specialisation in your area of study.

Choose two from the following list:

- Integrated Marketing Communications
- Digital Marketing
- International Marketing
- Advertising Production
- Services Marketing
- Quantitative Methods for Business and Economics

Note: not all specified electives may be available

General Electives

Select six 200 - 400 level units offered by the University, subject to individual unit prerequisites.

Recommended double majors

To take a double major, students simply take the core units from another major in place of their general electives units. You can come and speak to our counsellors to find out more information on double major possibilities.

Admissions Requirements

Murdoch University provides a number of pathways for admission of people from a variety of backgrounds. In addition, the University does not generally require the completion of any prerequisite subjects. However, applicants will need to meet specific English competency requirements.

Please speak to our Counsellors for more information on the various admission pathways into Murdoch. Their contact details are given below.

Want to know more?

Murdoch University International Study Centre Dubai

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Dubai International Academic City, Dubai, United Arab Emirates

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Email: admissions@murdochdubai.ac.ae
Website: www.murdochdubai.ac.ae

★★★★★ Murdoch University is the only Australian University to have achieved a 5-star rating for Graduate Satisfaction 13 times in the past 15 years. (Good Universities Guide 2010)

Discover Murdoch Dubai:
- closer than you think.



Bus transportation available. Please contact Student Services staff for more details.



15 minutes from the city by car.



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