

**FACULTY OF ECONOMICS AND
BUSINESS**

**BACHELOR OF
BUSINESS
ADMINISTRATION
(MARKETING) WITH HONOURS**



**OCTOBER
Intake**

INTRODUCTION

The Bachelor of Business Administration (Marketing) with Honours is a challenging programme that provides graduates with a deep understanding of fundamental marketing principles and their importance in effectively managing organizational operations. With a mix of theoretical and practical courses, students gain essential knowledge and skills crucial for excelling in the business field, with a focus on comprehensive marketing expertise. Case studies and interactive assignments allow students to apply their learning in practical scenarios. They also develop a strong foundation in various marketing skills, including consumer behaviour, promotion, supply chain management, pricing strategy, product development strategy, strategic marketing, digital marketing, and more. Graduates of the programme are well-equipped to navigate the dynamic landscape of marketing and make significant contributions to organisations. The Bachelor of Business Administration (Marketing) with Honours is certified by MQA and certified by AUN-QA (ASEAN University Network Quality Assurance), emphasizing the programme's excellence in curriculum design, faculty qualifications, teaching methods, student support services, and overall programme quality. Graduates are prepared for a thriving career in marketing and have access to a multitude of opportunities in the field.

WHY STUDY BACHELOR OF BUSINESS ADMINISTRATION (MARKETING) WITH HONOURS IN UNIMAS?

- Recognition by international bodies
 - Certification: ASEAN University Network- Quality Assurance (AUN-QA)
- Accredited by Malaysian Qualification Agency (MQA)
- Comprehensive curriculum that covers both theoretical knowledge and practical skills
- Great career advancement opportunities
- High job demand in all industries
- Engaging in research activities can enhance critical thinking, problem-solving skills, and deepen understanding of marketing concepts

DURATION OF THE PROGRAMME

The Bachelor of Business Administration (Marketing) with Honours programme is a full time programme over a minimum duration of 3 years, which equivalent to 6 semesters.

FACILITIES AND RESOURCES

- Perpustakaan Tun Abdul Rahman Ya'kub (PeTARY)
- Computer labs equipped with relevant hardwares and softwares for practical purposes
- Online learning support
- Dedicated and experienced faculty team comprising of experts in the field of business, finance, accounting, marketing, management and economics

WHO SHOULD APPLY

The programme aims at providing opportunities to various group of potential candidates such as:

- Fresh graduates from STPM, Matriculation, Pre-University, Diploma and equivalents who wish to pursue Marketing programme
- Employees from relevant sectors of industries who are determined to develop your human capital and expand your social network for better job performance and prospects
- Candidate that is motivated to pursue Marketing programme to gain knowledge in marketing field, and to be able to plan for their own marketing goals

COURSE FEES

Malaysian student **RM40,000.00**

International student **RM55,00.00**

The fee is to be paid in six (6) semesters. Students will have to pay further administrative fees and recurring fees if they extend their studies.

Students are entitled to apply for PTPTN at only 1% interest rate to cover the course fees. Alternatively, they can apply other external scholarship or education loan for undergraduate programme.

ENTRY REQUIREMENTS

- For local students, at least CGPA 2.00 Matriculation/Pre-University or STPM with at least Grade C+ (NGMP 2.00) in any two (2) subjects (not including General Studies), and
- Obtained at least Grade E during SPM in Mathematics/ Additional Mathematics subject, and
- Obtained at least Grade E during SPM for the English Language subject, and
- Obtained at least Band 2 in Malaysian University English Test (MUET)
- For international students, a minimum IELTS Score of 5.5 or its equivalent (e.g TOEFL paper-based test -550; TOEFL Computer-based Test -213; TOEFL Internet-based Test 79-80)
- Other equivalent qualifications approved by the University Senate

CAREER PROSPECTS

- Sales and Marketing Executive
- Management Executive
- Event Planner
- Digital Brand Advisor
- Wealth Planner
- Health Insurance Planner and Advisor
- Brand/Product Manager
- Event/Meeting Planner
- Media Planner
- Public Relations Representatives
- Social Media Manager
- Marketing Analyst
- Business Advisory
- Marketing Researcher
- Lecturer of Marketing
- Government Officer

CONTACT US

For further information about the programme, please contact:

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