



**University of
Nottingham**

UK | CHINA | MALAYSIA

Get a degree in marketing and management from a top 20 UK university*, your pathway to limitless learning and career opportunities

BSc (Hons) Marketing and Management
Nottingham University Business School (NUBS) Malaysia



* QS World Rankings and The World University Rankings 2023

Why choose the University of Nottingham Malaysia?

Open the door to a globally-ranked university, here in Malaysia.

The University of Nottingham, “Britain’s first truly global university”, extended its campus to Malaysia in 2000. Ranked 114th in the world and 18th in the UK in the QS World University Rankings 2023, the University of Nottingham Malaysia is the destination of choice for the brightest, internationally-curious minds.

Nottingham University Business School (NUBS) is proud to be among an elite group of business schools worldwide to gain ‘triple crown’ accreditation from the three most influential accrediting organisations – AACSB, EQUIS and AMBA. Interconnected across the three worldwide campuses, NUBS has its finger on the pulse of rapidly evolving, global business and management.



BSc (Hons) Marketing and Management

Embrace advances in today’s marketplace, while gaining a solid grounding in marketing management and strategy, with our dynamic BSc in Marketing and Management. This degree is designed to enhance lifelong learning skills, and extend personal development, refining your abilities to contribute to society at large and attract future employers. Upon successful completion of the BSc in Marketing and Management, you will be well-positioned to pursue careers in sales and marketing agencies, as well as roles within all industry sectors as all organisations have some form of marketing element within them. This includes Brand/Product Managers, Event/Meeting Planners, Fundraisers, Market Research Analysts, Media Planners, Public Relations Representatives, Sales Representatives and Social Media Managers.



Why choose this course?

- Delve into contemporary marketing issues, including sustainable marketing, digital marketing and marketing analytics.
- Apply and extend knowledge gained from taught components in a Dissertation investigating a current research topic.
- Participate in development and employability programmes that bring you closer to top employers, and compete for prizes awarded by industry partners.
- Opportunity to study abroad at the University of Nottingham’s campuses in the UK and/or China, or at one of our partner universities.
- With our CIM Accreditation, obtain exemptions from a number of professional examination papers set by The Chartered Institute of Marketing.

Course details:



September 2022 intake



Malaysian RM38,000 per year
International RM47,000 per year

Learn more :



nottingham.edu.my/business/marketing

CIM

Accredited Degree