



# Curtin Mauritius



BACHELOR OF COMMERCE

# MARKETING (SINGLE MAJOR)

## ABOUT THE DEGREE

Have you ever wondered what makes people choose certain brands over others? Marketing is one of the most important functions in a successful business. To gain an advantage, companies must differentiate themselves from their competitors. They need to work out how they may persuade their target audience to buy their products or services.

Marketing suits those who wonder what makes people think and behave the way they do, enjoy working with other people and in teams, have strong organisational skills and want a career that is interesting and diverse. Roles may be in market research, product management, marketing communications, brand strategy, fundraising, and on-line marketing in areas such as developing on-line strategy, search engine optimisation, and social media and networking.

This major provides you with an understanding of the role Marketing plays in creating customer value. You will have the chance to explore matters such as international and internet marketing, retail and services marketing, research, product, pricing and promotion strategies, and consumer behaviour.

## ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2017. We are also highly rated in the 2017 QS World University Rankings:

- 22nd in the world for universities under the age of 50
- 5-star overall excellence rating
- 2nd in the world for Mineral and Mining Engineering
- 42nd in the world for Earth and Marine Sciences.

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## COURSE ESSENTIALS

### BACHELOR OF COMMERCE MARKETING (SINGLE MAJOR)

#### Course entry requirements

- Satisfy the minimum academic entry requirements and
- Meet the minimum English competency level.

Experience in the field for the purposes of Credit for Recognised Learning (CRL) will be assessed on an individual basis.

#### Foundation Program

Candidates who do not meet all entry requirements can enrol in the Foundation Program in order to gain admission to the BCom degree

#### Duration

The programme is run over three years (six semesters)

#### Intake

February and July

#### Application procedures

Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:

- Copies of educational qualifications
- Two passport - size photographs
- Copy of National Identity Card and Birth Certificate

(The originals of the above documents are needed for certification purposes)

## COURSE STRUCTURE

| YEAR 1 Semester 1                            | UNIT CODE |
|--|-----------|
| Accounting - The Language of Business        | ACCT1000  |
| Introduction to Business Information Systems | ISYS1000  |
| Introduction to Global Business              | IBUS1001  |
| Fundamentals of Management                   | MGMT1000  |
| YEAR 1 Semester 2                            |           |
| Business Law                                 | BLAW1004  |
| Introductory Economics                       | ECON1000  |
| Discovering Marketing                        | MKTG1000  |
| Digital Communication Management             | MKTG2006  |
| YEAR 2 Semester 1                            |           |
| Consumer Behaviour                           | MKTG2004  |
| International Marketing                      | MKTG2002  |
| Select one elective unit                     |           |
| Select one elective unit                     |           |
| YEAR 2 Semester 2                            |           |
| Internet Marketing                           | MKTG3003  |
| Marketing Research                           | MKTG2005  |
| Select one elective unit                     |           |
| Select one elective unit                     |           |
| YEAR 3 Semester 1                            |           |
| Services Marketing                           | MKTG3006  |
| Retail Marketing and Distribution            | MKTG3007  |
| Select one elective unit                     |           |
| Select one elective unit                     |           |
| YEAR 3 Semester 2                            |           |
| Strategic Marketing                          | MKTG3004  |
| Business Capstone                            | MKTG3000  |
| Business Internship                          | MKTG3009  |
| Select one elective unit                     |           |

## For more information:

PLEASE CONTACT THE  
FUTURE STUDENTS CENTRE

study@curtinmauritius.ac.mu

TELFAIR,  
MOKA,  
MAURITIUS

(230) 401 65 11

(230) 433 30 05

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**Disclaimer:** Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/ or to vary arrangements for any programme

**Course Structure Disclaimer:** Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

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**Note:** To qualify for a degree 600 Credits (or 24 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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