



# 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) 2022 and has received a five star plus rating in the QS Stars University Ranking 2022.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.

**Make tomorrow better.**



For more information, please visit:  
[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)



## 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 Bachelor 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 (24 UNITS)

| YEAR 1 Semester 1  | UNIT CODE |
|--|-----------|
| Markets and Legal Frameworks                                   | BLAW1002  |
| Communication, Culture and Indigenous Perspectives in Business | MGMT1002  |
| Financial Decision Making                                      | ACCT1002  |
| Analytics for Decision Making                                  | ECOM1000  |
| YEAR 1 Semester 2  |           |
| Strategic Career Design  | MGMT1003  |
| Discovering Marketing  | MKTG1000  |
| Managing Social Media Platforms                                | MKTG2006  |
| Select one elective unit                                       |           |
| YEAR 2 Semester 1  |           |
| Consumer Behaviour   | MKTG2004  |
| Marketing Across Borders                                       | MKTG2002  |
| Select one elective unit                                       |           |
| Select one elective unit                                       |           |
| YEAR 2 Semester 2  |           |
| Digital Marketing Strategy                                     | MKTG3003  |
| Marketing Intelligence   | MKTG2005  |
| Select one elective unit                                       |           |
| Select one elective unit                                       |           |
| YEAR 3 Semester 1  |           |
| Services Marketing   | MKTG3006  |
| Retailing and E-Commerce                                       | MKTG3007  |
| Select one elective unit                                       |           |
| Select one elective unit                                       |           |
| YEAR 3 Semester 2  |           |
| Corporate Marketing Strategy                                   | MKTG3004  |
| Select one elective unit                                       |           |
| Select one elective unit                                       |           |
| Capstone Experience Unit                                       |           |

For more information:

[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)

#### PLEASE CONTACT THE FUTURE STUDENTS CENTRE

[study@curtinmauritius.ac.mu](mailto:study@curtinmauritius.ac.mu)

TELFAIR,  
MOKA,  
MAURITIUS

(230) 401 65 11  
(230) 433 30 05

[curtinmauritius.ac.mu](http://curtinmauritius.ac.mu)

**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

Cohorts will only commence if numbers reach the minimum number of students required.

**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.

**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.

(c) Copyright Curtin Mauritius 2022