BSc MARKETING
(Part-time Programme)
What is Marketing?

“Marketing is an organisational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organisation and its stakeholders” (American Marketing Association).

Programme Overview

This degree programme provides you with contemporary specialised marketing knowledge with additional competencies in other areas of business and general management. It equips you with managerial, numerical and analytical skills that every marketer needs.

The programme will give you a competitive edge in a range of jobs in marketing in any industry. As marketing is an essential business function in any commercial enterprise, job availability and growth within the field of marketing is expected to be good in response to the growing demand for skilled marketing professionals in all sectors of the economy, including the public sector.

Those who succeed in a marketing or sales field typically have good written and oral communication skills; are creative, well-organised and flexible; have the ability to plan in advance, and think strategically and independently.

The specialised marketing courses will help you to understand and manage the key functional areas of marketing effectively. This programme will also expose you to the core disciplines of business and management and this will allow you to see the big picture and understand how marketing can be seamlessly integrated with the rest of the activities in the company to maintain a competitive edge in the industry. Last but not least, you will have the opportunity to hone the critical networking, presentation and team management skills required of business leaders in a rapidly globalised world.

The modular structure of the degree offers you the flexibility of scheduling your courses in a way that allows you to balance your studies with career, family and social responsibilities. The robust academic standards, dedicated faculty, effective administrative and student support, and the latest technology will help you grow and thrive in an independent learning environment.

Associate Faculty

The teaching faculty consists of lecturers who have both academic knowledge and industry experience. All our associate lecturers have post-graduate academic qualifications relevant to the courses they are teaching. They have considerable industry experience in marketing or consulting and some of them teach at various tertiary institutions in Singapore and have been involved in course development at Singapore University of Social Sciences (formerly known as SIM University).

Career Opportunities

Marketing opportunities include careers in a variety of areas, in particular:

- Sales/Sales Management
- Advertising and Promotion, Public Relation/Corporate Communication
- Customer Support Services
- Product and Brand Management
- Retailing and Wholesaling
- Purchasing and Merchandising
- Marketing/Consumer Research
- Services Marketing
- International Marketing
- Digital Marketing

The School of Business

The School of Business offers various programmes designed to prepare managers and strategic thinkers for the highly competitive business world. Our programmes are designed to equip students with broad business fundamentals; as well as the capability to fulfill the specialised needs of their chosen industry. The school's curriculum provides a good mix of both theoretical and practical learning that aims to produce dynamic business professionals and in the process transform the lives of our graduates. The School of Business offers eight degree programmes in Accountancy; Business Analytics; Business; Finance; Logistics and Supply Chain Management; Marketing; Management and Security Studies and Visual Communication with Business.

Message from the Dean

“The School of Business at Singapore University of Social Sciences aims to nurture business and management professionals who can communicate well, resolve intricate business issues effectively, and manage complexities efficiently in today's highly competitive and dynamic business environment. We will prepare our students to become knowledgeable professionals who are ready to manage and lead.

We strive to give our students a valuable learning experience by providing them with experienced and inspiring teaching faculty complemented with a supportive and flexible learning environment. Leveraging on our strong industry links and business networking, we aim to bring the business world to our business school through case studies, work-based assessments, and guest speaker seminars. We will also bring the business school to the business world through industry site visits and overseas study trips.

We provide a pathway for students to obtain a quality university education and the relevant foundation to achieve their desired career goals.”

Associate Professor Lee Pui Mun
Dean, School of Business
Singapore University of Social Sciences
The BSc in Marketing programme is designed to provide broad foundational knowledge and skills in business core courses, progressing to more applied and specialised subject knowledge in marketing compulsory courses and electives.

Students are required to complete a total of 130 credit units (cu) to graduate with a basic degree, inclusive of 10 cu of university core courses. All courses are 5 cu unless stated otherwise. This programme has an honours option. Students who achieve a CGPA of 3.5 and above upon completion of their basic degree may be invited to enrol in the Honours programme. Students who accept the invitation will need to complete another 40 cu of courses to achieve 170 cu in total and have to satisfy all university requirements in order to graduate with honours.

Message from our graduates

The professors, lecturers and tutors in the University have lit the fire of learning in every student. Together with the rigorous learning programme, they have taught us how to think rather than what to think; moulding us into creative and enterprising individuals who are capable of doing new and exciting things. The University has laid a strong foundation for me. The latest know-how and essential life skills that I have acquired through Singapore University of Social Sciences’ learning programme have shaped my confidence in taking on the dynamic challenges of the knowledge-driven global economy. (2011)

Ms Yvonne Hu Cee Fung
Graduate in BSc Marketing

CURRICULUM

The BSc in Marketing programme is designed to provide broad foundational knowledge and skills in business core courses, progressing to more applied and specialised subject knowledge in marketing compulsory courses and electives.

For more information on our BSc Marketing, please visit suss.edu.sg/BSBM
**Admissions**

You must be a Singapore citizen, permanent resident or a resident in Singapore. In addition, you will need to meet these minimum requirements:

- GCE 'A' level with two passes (prior to 2006) or two H2 passes (from 2006), or local Polytechnic Diploma or International Baccalaureate (IB) Diploma or NUS High School Diploma. Applicants with a Technical Diploma from ITE, or has an acceptable SAT or ACT (with Writing) score may be considered for admission on a case-by-case basis;
- Two years of full-time work experience, or currently employed on a full-time basis; and
- At least 21 years old.

Some programmes may have additional requirements. Please refer to the individual programme pages for details.

Shortlisted candidates may be required to undergo one or more interview(s) and/or take written admission or other evaluation tests.

All applications are considered individually on merit, and the offer of admission depends on the number of places available. Admission is solely at the discretion of Singapore University of Social Sciences.

**How to Apply**

Applications are to be made online via suss.edu.sg. You must submit all the required documents together with your admission application. Incomplete applications will not be considered.

**Tuition Fees and Government Subsidy**

The amount of course fee you pay in each semester depends on the number of courses you take in that semester. Course fees cover all study materials, classes, supervision, assignments and examinations. They do not include costs for textbooks and other additional items specified by the university from time to time.

The tuition fee subsidy from the Singapore Government comes in the form of a tuition grant which is administered by the Ministry of Education (MOE) and is offered to eligible students studying for an undergraduate degree with the Singapore University of Social Sciences (SUSS). Singapore Citizens aged 40 and above who are pursuing MOE-subsidised undergraduate programmes with SUSS and who are eligible for the SkillsFuture Mid-Career Enhanced Subsidy will enjoy a higher subsidy.

All Singaporeans aged 25 and above can use their $500 SkillsFuture Credit from the government to pay for a wide range of approved skills-related courses. Visit the SkillsFuture Credit website (www.skillsfuture.gov.sg/credit) to choose from the courses available on the SkillsFuture Credit course directory.

Please visit suss.edu.sg for current tuition fees and eligibility criteria for the government subsidy and SkillsFuture Mid-Career Enhanced Subsidy.

**Internet Access**

All Singapore University of Social Sciences’ students must have access to a computer or laptop and the Internet in order to use the electronic and website facilities, which allow access to course, academic or administrative information.

**Contact Details**

Singapore University of Social Sciences  
463 Clementi Road  
Singapore 599494

Telephone: (65) 6248 9777  
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Email: student_recruitment@suss.edu.sg

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