

# All About International Business Management with Marketing

Our International Business Management with Marketing is a forward-thinking programme crafted for individuals who aspire to lead with insight, creativity, and purpose in an increasingly interconnected global economy. Understanding how organisations strategise, engage with diverse markets, and navigate complex decision-making processes is not just valuable—it's essential. This programme empowers students to become agile, globally minded professionals ready to make a meaningful impact in the business world.

Bringing together the strategic depth of international business and the innovative lens of marketing, the curriculum is both academically rigorous and practically grounded. From global strategy to marketing management, students explore a rich blend of subjects that reflect real-world challenges and opportunities. The learning experience is designed to foster not only technical and analytical expertise but also personal growth—encouraging curiosity, creativity, and confidence.

Whether your ambition is to shape the future of global brands, launch entrepreneurial ventures, or drive strategic initiatives in multinational corporations, this programme offers the foundation and flexibility to help you realise your goals. With a global perspective and industry-relevant insight at its core, you will graduate equipped to thrive—and lead—in a rapidly evolving business landscape.

Accredited by:



**Jimmy Tam**

*Associate Professor,  
Head of School,  
Edinburgh Business School,  
Heriot-Watt University Malaysia*

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In today's fast-paced global marketplace, businesses need professionals who combine strategic thinking, cultural awareness, and marketing expertise to lead effectively.

The MA in International Business Management with Marketing equips you with these essential skills—helping you master global strategy and build meaningful connections across borders. This programme is more than just a degree—it's your launchpad to a successful international career. ”

# Our Programme

The programme aims to allow students to:

- Develop a solid foundation in international business strategy and contemporary marketing practices, with a focus on global operations and competition.
- Gain the ability to analyse global market trends to create informed, data-driven marketing strategies.
- Apply critical thinking and digital tools to design innovative business and marketing solutions for complex challenges.
- Build strong communication skills for international settings and demonstrate leadership in diverse, multidisciplinary teams.
- Graduate with a strong sense of purpose, integrity, cultural sensitivity, and a broad global perspective essential for modern business professionals.

## MA (Hons) International Business Management with Marketing

KPT/JPS (R2/0414/6/0312) (MQA/FA5014) 04/30

**Intake: September, January**

### CORE COURSES

#### YEAR 1

- Fundamentals of Marketing
- Human Resource Management
- Introduction to Business Analytics
- Management in a Global Context
- Principles of Accounting
- Enterprise Concepts and Issues
- Business Ethics
- Consumer Behaviour
- MPU courses

#### YEAR 2

- Economics for Professional
- Logistics and Supply Chain Management
- Digital Analytics in Marketing
- Strategic Management
- Business Research Methods
- Marketing in Practice
- MPU courses

*Choose 2 optional courses*

#### YEAR 3

- Management Dissertation 1
- International Entrepreneurship
- Global Business Analysis
- Contemporary Issues in Marketing
- Management Dissertation 2
- Digital Marketing
- Sustainable Change Management
- Marketing Sustainability

*Course offering is subject to change*

### Skills Acquired

- Strong critical thinking and problem-solving skill
- Proficient in using digital tools and techniques to assist strategic and marketing decision making
- Interdisciplinary adaptability
- Effective leadership and communication proficiency

### Career Opportunities

- Business Development Manager
- Marketing Manager
- Marketing Communications Specialist
- Customer Experience Manager
- Market Research Analyst
- Entrepreneur



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