



MA (HONS) MARKETING

Undergraduate Degree Programme

BE
FUTURE
MADE

2023

WHY HERIOT-WATT UNIVERSITY?

5 Global campuses

A truly internationally connected university with five global campuses in Edinburgh, Scottish Borders, Orkney, Dubai and Malaysia partners in over 100 countries and approximately 30,000 students studying worldwide.

100% Graduate-level jobs

100% of our students are in graduate-level jobs or further study six months after completing their programme and are actively sought by global industry.

200 Years strong heritage

We have been successfully educating and inspiring tomorrow's professionals for more than 200 years.

1ST Malaysia's First Green Campus

Heriot-Watt University Malaysia's purpose built campus opened to students in Putrajaya in September 2014 and the formal launch took place on 12 February 2015. The £35m campus sits on 4.8 acres in a stunning lakeside location providing exceptional educational facilities in an excellent environment, close to the Putrajaya marina.

GO GLOBAL

Exclusive for Heriot-Watt students, this inter-campus transfer programme will give our students an international experience through a seamless transfer for a semester or up to two years to our Scotland or Dubai campus. Additionally, they can also transfer to more than one location throughout their programme, this means obtaining a degree while experiencing student life in a few countries with no delay.



Enhance your **career prospects**



Seamless study experience



Gateway to **the world**

SCHOLARSHIP

Heriot-Watt University offers a wide range of scholarships to help support the cost of studying at Heriot-Watt University Malaysia.

For more information, speak to our Education Consultants or email us at hwum@hw.ac.uk

MA (HONS) MARKETING

(KPT/JPS(N/0415/6/0002) (PA15449) 05/27

Fee: RM 36,560 per year

Entry requirements

- Heriot-Watt University Malaysia Foundation in Business: Grade C average
- A-Level/STPM: CCC
- WACE/SACE: ATAR 70
- CPU: 70%
- UEC: 20 points or less (5 subjects not less than B grade)
- SMA 3 (Indonesia): 7.5
- IB Diploma: 25 points
- Diploma deemed recognised by the Malaysian Government, acceptable to the University.
- Any other relevant qualification deemed recognised by the Malaysian Government.

* with a pass in Mathematics at SPM / O-Level or equivalent

English language requirements

- If English is not your first language, then evidence of proficiency equivalent to IELTS 6.0 is required.
- If you do not have IELTS 6.0, we offer a Pre-Sessional English Programme (PSEP) prior to commencing your studies.

MA (HONS) MARKETING

OUR COURSES

THE EDINBURGH BUSINESS SCHOOL APPROACH

An industry-focus is built into every course on this degree to ensure that your studies reflect current thinking and practices of successful organisations and their leaders.

Our courses are brought to life with case study-driven assignments, applied group projects and guest lectures from industry leaders.

We have crafted several new courses for 2022 entry to ensure your learning is future-proofed and to align this degree with the Chartered Institute of Marketing accreditation criteria.



Global Strategic Marketing

Featuring strategic marketing techniques within a global context; competitive analysis, market segmentation, forecasting, and product portfolio analysis.



Marketing Insights

Teaching cutting edge marketing research processes & methods of data collection. Exploring analysis techniques and applications to provide marketing insights in a variety of business specific situations.



Responsible Marketing

You will assess the tensions and complexities in marketing and consumer behaviour, and examine the current debates around the benefits, harms and unintentional consequences of marketing and consumer actions today.



Branding

You will explore cutting edge theory to understand brands and a strategic approach to branding, you will assess how branding theories are applied in marketing strategies today.



Future Issues in Marketing

You will be able to assess and identify emerging global market trends and utilise a toolkit of marketing theory and principles to scrutinise these trends.



Digital Analytics for Marketing

You will examine how digital analytics inform search engine marketing strategy and website design. We will demonstrate how analytics tools work and can be applied to monitor marketing performance.

CONTACT US

For more information and to apply for this programme, contact us at:

hwum@hw.ac.uk

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Open for consultation:

Monday to Friday (9am - 5pm), Saturday and Sunday (10am - 4pm), except public holidays

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As of January 2023