

# Marketing

## OVERVIEW



If you bought a product after seeing it being advertised, you were influenced by the power of Marketing. In today's competitive commercial environment, every business and industry needs a creative and strategic marketing team.

So if you are a team player, have good communication skills, think fast on your feet and are social media savvy, Marketing will excite you. You will learn about branding and digital marketing, understand the consumer buying journey and be well-versed in the psychology behind marketing techniques. You will also explore e-commerce and learn what it takes to set up a successful online business.

Who knows? You may one day, be the recipient of Singapore's prestigious MARKies Awards.

## Your Journey

### Year 1

Start off by building a strong foundation in the fundamentals of business, then develop acumen for the world of business. Explore the importance of marketing, analytics, finance, technology and management in the overall business environment.

### Year 2

Learn to solve real life marketing challenges through a 360 degree approach leveraging on strategy, creativity, data analytics, marketing communications and storytelling. Choose to specialise in Branding & Digital Marketing or E-Commerce & Retail Marketing.

# Year 3

Immerse yourself in the world of digital marketing and e-commerce through working with our industry partners from a wide spectrum of industries. Sharpen your knowledge and skills through your major project and internship in specialised areas of marketing.

## ENTRY REQUIREMENTS

To be eligible for consideration for admission, applicants must obtain 26 points or better for the net ELR2B2 aggregate score (i.e. English Language, 2 relevant subjects and best 2 other subjects, including CCA Bonus Points) and meet the minimum entry requirements of this course. CCA cannot be used to meet the minimum entry requirements.

### Minimum Entry Requirements

English Language (EL1)*	Grades 1-6
Mathematics (E or A)	Grades 1-6
Any three other subjects, excluding CCA	Grades 1-6

To be eligible for selection, you must also have sat for at least one of the following subjects: Art/Art & Design, Business Studies, Combined Humanities, Commerce, Commercial Studies, Economics, Geography, History, Higher Art, Higher Music, Introduction to Enterprise Development, Literature in English/ Chinese/Malay/Tamil, Media Studies (English/Chinese Language), Media Studies (Chinese Language), Music, Principles of Accounts.

\*Sijil Pelajaran Malaysia (SPM)/ Unified Examination Chinese (UEC) holders must have a minimum of grade 6 for the relevant English Language subject (e.g. Bahasa Inggeris).

# Marketing

## COURSE STRUCTURE

### TP Fundamentals (TPFun) Subjects

Subject code	Subject	Level	Credit Units
BCS1011	<p>Communication &amp; Information Literacy</p> <p>In this subject, you will learn how to conduct research for relevant information and validate information sources. You will also learn to recognise and avoid plagiarism, and follow standard citation and referencing guidelines when presenting information. In the course of learning, you will be required to plan, prepare and present information appropriately in written and oral form. You will also be taught to consider the <b>Message, Audience, Purpose and Strategy (MAPS)</b> when writing and delivering oral presentations.</p>	1	2
BCS1012	<p>Workplace Communication</p> <p>In this subject, you will be taught how to conduct effective meetings while applying team communication strategies and the skills for documenting meeting notes. You will be required to write clear emails, using the appropriate format, language, tone and style for an audience. You will also be taught to communicate appropriately in and for an organisation when using various platforms. In all aspects, the principles of applying <b>Message, Audience, Purpose and Strategy (MAPS)</b> will be covered.</p>	1	2
BCS1013	<p>Persuasive Communication</p> <p>In this subject, you will be taught how to use persuasive language in written documents. You will be required to use information to your advantage to verbally communicate and convince an audience about your idea, product or service. Skills such as persuasive vocabulary, language features, graphical illustrations, tone and style would also be covered. The <b>Message, Audience, Purpose and Strategy (MAPS)</b> will also be applied when engaging in verbal and written communication.</p>	1	2
GCC1001	<p>Current Issues &amp; Critical Thinking</p> <p>This subject presents you with a panoramic view of current local and global issues, which may have long term implications for Singapore. You will learn to apply critical thinking tools to examine current issues, support your views with relevant research and up-to-date data, articulate an informed opinion and mature as civic-minded individuals.</p>	1	2

BIN1001	<p><b>Innovation &amp; Entrepreneurship</b></p> <p>The Innovation &amp; Entrepreneurship subject is designed for learners from all disciplines to embrace innovation in either their specialised fields or beyond. You will first learn the Design Thinking framework, where you will develop problem statements and ideate solutions. Next, you will discover the tools for prototyping and innovation, such as 3D printing and laser cutting, at TP's Makerspace+ facility. Finally, you will acquire commercial awareness through the LEAN Startup framework of idea crystallisation, prototype building, customer testing and validation, refinement of business model canvas, and crowdfunding or crowdsourcing avenues.</p>	1	2
LEA1011	<p><b>Leadership: Essential Attributes &amp; Practice 1</b></p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LEA1012	<p><b>Leadership: Essential Attributes &amp; Practice 2</b></p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LEA1013	<p><b>Leadership: Essential Attributes &amp; Practice 3</b></p> <p>LEAP 1, 2 and 3 are three fundamental subjects that seek to cultivate in you, the attitude, skills and knowledge for the development of your leadership competencies. This character-based leadership programme enables you to develop your life-skills through establishing personal core values, which will become the foundation for your leadership credibility and influence.</p>	1	1
LSW1002	<p><b>Sports &amp; Wellness</b></p> <p>This subject will help you develop both the physical and technical skills in your chosen sports or fitness activities. Through a structured curriculum that facilitates group participation, practice sessions and mini competitions, you will learn to build lifelong skills such as resilience, leadership, communication and teamwork. Physical activity sessions will be supplemented by health-related topics to provide you with a holistic approach to healthy living.</p>	1	2
MCR1001	<p><b>Career Readiness 1</b></p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1

MCR1002	<p>Career Readiness 2</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1
MCR1003	<p>Career Readiness 3</p> <p>This Career Readiness programme comprises three core subjects – Personal Management, Career Preparation and Career Management. It seeks to help you understand your career interests, values, personality and skills for career success. It also equips you with the necessary skills for seeking and securing jobs, and to develop professional work ethics.</p>	1	1
BGS1002	<p>Global Studies</p> <p>This subject provides essential skills and knowledge to prepare you for an overseas experience. You will examine the elements of culture and learn the key principles of cross-cultural communication. In addition, you will gain an appreciation and awareness of the political, economic, technological and social landscape to function effectively in a global environment.</p>	1	3
BGS1003	<p>Managing Diversity at Work*</p> <p>This subject explores the concepts of identity, diversity and inclusion at the workplace. It examines the relationship between identity and diversity, the benefits and challenges of diversity and the strategies that promote inclusion and inspire collaboration in a diverse workplace. Examples of the elements of diversity covered in this subject include nationality, generation, ethnicity and gender.</p>	1	3
BGS1004	<p>Global Citizenship &amp; Community Development*</p> <p>Students will examine the meaning and responsibilities of being a Global Citizen, in order to contribute towards a more equitable and sustainable world. In addition, students will learn how sustainable solutions can support community development, and, execute and critique a community action plan that addresses the needs of a specific community/cause.</p>	1	3
BGS1005	<p>Expressions of Culture*</p> <p>This subject provides a platform for an understanding of culture and heritage through modes of expression. Students will be introduced to global and local cultures via everyday objects, places and human behaviour seen through time and space. Students will explore issues and challenges in culture and heritage sustainability in community, national and global contexts.</p>	1	3
TGL1001	<p>Guided Learning</p> <p>The subject introduces students to the concepts and process of self-directed learning in a chosen area of inquiry. The process focusses on four stages: planning, performing, monitoring and reflecting. Students get to plan their individual learning project, refine and execute the learning plan, as well as monitor and reflect on their learning progress and project. The learning will be captured and showcased through a curated portfolio. The self-directed learning project will broaden and/or deepen a student's knowledge and skills.</p>	1	3

BSI3033	<p>Student Internship Programme (Marketing)</p> <p>The Student Internship Programme is intended to supplement your education by providing real-world experience within a formal organisational setting. It couples the necessary integration of substantive knowledge with behavioural skills and communication techniques that are essential for effective professional performance in branding and marketing.</p>	3	16
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*\* Students must choose to take either one of these three subjects or TGL1001 Guided Learning.*

## Core Subjects

Subject code	Subject	Level	Credit Units
BBS1001	<p>Principles of Management</p> <p>This subject covers the key management functions of planning, organising, leading and controlling. It addresses the impact of environmental factors that affect business and the relevance of corporate social responsibility in an organisation. It emphasises the roles, responsibilities and challenges faced by supervisors/managers in an organisation.</p>	1	4
BEC1007	<p>Business Economics</p> <p>The subject covers the fundamental principles of economics for understanding how individuals and firms make decisions. It will focus on the various aspects of the product market: demand and supply, elasticity, market competition, product differentiation. The subject includes an overview of macroeconomic indicators, the government's macroeconomic objectives and policy tools.</p>	1	4
BAF1010	<p>Business Accounting</p> <p>This subject provides you with an understanding of the core accounting principles underlying accounting practice; from the preparation of accounting entries to the financial statements of businesses. It also focuses on how various businesses report the results of their activities in the financial statements.</p>	1	4
BBT1010	<p>Business Technology &amp; Analytics</p> <p>This subject covers fundamental computing and data analytics skills for businesses. A strong emphasis is placed in exposing students to office productivity tools which can aid in decision making as well as solving business problems through data manipulation, modelling and visualisation.</p>	1	4
BLO1001	<p>Business Statistics</p> <p>The subject provides an overview of descriptive and inferential statistics. It includes data description, basic concepts of probability, correlation and regression, probability distributions, estimation and hypothesis testing. The subject also covers the use of computer software application to perform statistical computation for data analysis and interpretation.</p>	1	4

BEC1008	<p>Economics in a Globalised World</p> <p>This subject provides an understanding of the broad framework in which economies operate in a global and interconnected world. Concepts covered thematically include: Measuring economic performance using GDP, Inflation, Unemployment and the AD-AS model; International Trade and Foreign Exchange; the Role of Governments and fiscal &amp; monetary policies</p>	1	4
BRM1005	<p>Marketing Fundamentals</p> <p>This subject provides an understanding of the basic concepts and practices of modern marketing. It focuses on the marketing role and the tools utilised by marketers in developing the appropriate marketing mix for target market segments.</p>	1	4
BMK2016	<p>Marketing Analytics</p> <p>This subject provides you with an overview of the role of marketing analytics in the decision-making process that marketing managers undertake. In a rapidly changing world where timely and accurate information is vital to making sound business decisions, marketing analytics is an absolute necessity.</p>	2	4
BMK2017	<p>Consumer Insights</p> <p>This subject provides you with an understanding of customer buying behaviour. It focuses on the internal and external forces affecting customers' buying decisions in a variety of contexts. Students will learn to gather insights from understanding consumer decision making journey.</p>	2	4
BMK2018	<p>Integrated Marketing Communications</p> <p>This subject provides you with an understanding of the strategies and tools for effective customer communications. The subject focuses on equipping students to apply their knowledge and skills to develop sound integrated marketing communication plans.</p>	2	4
BMK2019	<p>Creative Marketing Project</p> <p>This subject aims to provide you with an understanding of the creative process and practical issues in marketing innovation. It offers the necessary tools for you to create effective communication messages, generate ideas for innovative products &amp; services to achieve marketing success.</p>	2	4
BMK2023	<p>Digital &amp; Social Media Marketing</p> <p>Digital &amp; Social Media Marketing is the buzz word in today's digitalised world. This subject offers you understanding into the theories and practices of digital and social media marketing strategy and tools in the context of a company overall marketing strategy.</p>	2	4
BMK3016	<p>Branding</p> <p>One of the most valuable intangible assets that a company has is the brand that it has invested in and developed over time. Like people, brands have their own individual personality. This differentiation drives the ability for the brand to grow and expand. This subject focuses on understanding the importance of brands, what brands mean to consumers and the various strategies and tools to develop, manage and grow brands.</p>	3	4

BMK3015	<p>Major Project</p> <p>This subject takes the form of a final project which provides you with the opportunity to apply knowledge and skills learned in the Marketing course. Working in a team, you will identify real-life problems, conduct independent research and analysis, and provide a proposal and formal presentation. You will acquire project management skills including proposal planning and crafting, budget planning and timeline management.</p>	3	8
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## Elective Cluster- Branding & Digital Marketing

Subject code	Subject	Level	Credit Units
BMK2020	<p>Experiential Marketing</p> <p>The subject introduces you to the concept of managing an experiential marketing event. You will learn to conceptualise, develop and organise an experiential event that engages customers to create an emotional attachment to a product/service and brand. The subject would also cover marketing of events, human resource management and budgeting.</p>	2	4
BMK2021	<p>Marketing Account Management</p> <p>This subject provides you with an understanding of the importance of service excellence in account management to capture the hearts and minds of stakeholders. Building on this understanding, students will learn strategies and tools to manage relationship with key partners and customers to achieve business objectives.</p>	2	4
BMK2022	<p>Product &amp; Services Marketing</p> <p>The focus of the subject will be on strategies and tools to market and deliver products and services together in a seamless and customer-centric manner to help companies differentiate its offering from competitors.</p>	2	4
BMK2024	<p>Marketing X Project</p> <p>This subject focuses on helping you to look at different types of business problems with marketing methodology and perspective. You will learn cross-cultural and sustainable marketing and the role of technology in enabling businesses. You will also explore opportunity to work with other disciplines on local or overseas projects to solve multi-disciplinary real world problems.</p>	2	4
BMK3017	<p>Public Relations in Practice</p> <p>This subject seeks to equip students with the essentials for the practice of public relations. You will acquire the theories, tools and techniques of public relations and apply them to real-life situations professionally.</p>	3	4
BMK3018	<p>Contemporary Topics in Digital Marketing</p> <p>This subject will give you the opportunity to pursue relevant industry certification in digital marketing. You will learn industry best practices in various areas such as mobile marketing, content marketing, user interface and experience.</p>	3	4

## Elective Cluster: E-Commerce & Retail Marketing



Subject code	Subject	Level	Credit Units
BMK2026	<p>Enterprise Operations Management</p> <p>This subject provides an overview of the management frameworks of running a business. It encompasses space management, operations and human resource management. Particular emphasis is given to service coaching and role modelling to create a customer-centric working environment.</p>	2	4
BMK2027	<p>Merchandise Buying</p> <p>This subject introduces you to the fundamentals in retail buying processes in order to achieve sales and margin targets. Students will learn to forecast sales and customer trends, plan assortment buying and allocation, conduct negotiations with suppliers, manage vendor relationships and design effective promotional programmes to market the merchandise. Merchandise mathematics will be introduced in areas such as retail budgeting, Open-to-Buy decisions, sales and stock turn controls that are reflective of the real retail environment.</p>	2	4
BMK2028	<p>Retail Logistics &amp; Technology</p> <p>This subject introduces students to how retailers can gain a strategic advantage through efficient distribution channels or supply chain management in the retail business. Particular emphasis will be placed on topics ranging from alignment of the supply chain with the retail strategy, supply chain integration with demand and sourcing management, role of technology in supply chain management and the impact of emerging trends in performance of supply chain management.</p>	2	4
BMK2029	<p>Retail Marketing X Project</p> <p>This subject focuses on helping students to look at different types of business problems with marketing methodology and retailing perspective. Students will learn cross-cultural and sustainable marketing and the role of technology in enabling businesses. Students will also explore opportunity to work with other disciplines on local or overseas projects to solve multi-disciplinary real world problems.</p>	2	4
BMK3020	<p>Business Development</p> <p>This subject provides you with the knowledge and skills to start a retail business and to develop a differentiating retail strategy. It integrates the knowledge and content covered in past modules taken. You have the opportunity to conceptualise and implement a viable retail business idea. Key topics include environment analysis, target market behaviour, competitive scanning, location analysis, customer service and store image analysis. These will allow you to formulate a business plan covering areas in retail operations, merchandise mix, visual merchandising and branding. Financial forecasts, budgeting and ratio analysis will be some key financial topics covered in the business plan.</p>	3	4
BMK3021	<p>E-Commerce Management</p> <p>This subject introduces the use of new media to achieve retailing objectives, the working fundamentals in Customer Relationship Management and E-commerce. Students will understand how technology is transforming the retail industry and explore the challenges and issues in E-commerce for retailers. Emerging trends involving M-commerce, cross-channel fulfilment, in-store virtual technology, integration of new media applications and omni-channel customer engagement will be examined.</p>	3	4

# Graduation Requirements

Cumulative Grade Point Average	min 1.0
TP Fundamentals Subjects	40 credit units
Diploma Subjects - Core Subjects - Elective Subjects	60 credit units 24 credit units
<b>Total Credit Units Completed</b>	<b>min 124 credit units</b>