

Faculty of Business and Economics (FBE)

Master of Business Administration in Marketing (MBA in Marketing)

I. Why Choose this Program?

The Master of Business Administration in Marketing (MBA in Marketing) program was designed to:

1. Develop Strategic Marketing Leadership – Build advanced expertise in marketing strategy, consumer behavior, brand management, and market-driven decision-making.
2. Strengthen Analytical and Creative Skills – Equip students with the ability to analyze market trends, conduct marketing research, develop innovative solutions, and create competitive business strategies.
3. Integrate Digital Marketing and Emerging Technologies – Explore digital marketing, social media, artificial intelligence (AI), data analytics, customer relationship management (CRM), and e-commerce to drive business growth.
4. Apply Practical and Industry-Relevant Learning Gain – hands-on experience through real-world marketing projects, case studies, brand strategy development, and digital marketing campaigns.
5. Advance Leadership and Career Growth – Prepare graduates for senior marketing and business leadership positions across private enterprises, multinational corporations, startups, government agencies, and non-governmental organizations.

II. Future Career Prospects

Graduates from this program will be able to pursue careers such as:

1. Marketing Manager or Marketing Director
2. Brand Manager or Product Manager
3. Digital Marketing Manager or E-Commerce Manager
4. Sales Manager or Business Development Manager
5. Market Research and Consumer Insights Manager
6. Customer Relationship Management (CRM) Manager
7. Advertising, Media, and Communications Manager
8. Public Relations and Corporate Communications Manager
9. Marketing Consultant or Business Strategy Consultant
10. Entrepreneur or Founder of a marketing, branding, or digital business

III. Course Structure

This two-year program comprises **45 credits** and provides students with a well-structured curriculum that includes basic, core, major, and research courses. To complete the program, students are required to fulfill the following coursework requirements:

Course Title		Credit	Priority
1	Fundamentals of Management	3	Required
2	Fundamentals of Statistics	3	Required
3	Fundamentals of Economics	3	Required
4	Research Methodology	3	Required
5	Sustainable Business & ESG Management	3	Required
6	Governance, Management and Leadership Dynamics	3	Required
7	Financial Management	3	Required
8	Strategic Management and Business Policy	3	Required
9	Marketing Research and Analytics	3	Required
10	Consumer Behavior and Insights	3	Required
11	Strategic Marketing Management	3	Required
12	Digital Marketing Strategy	3	Required
13	International Marketing	3	Required
GRADUATION PATH			
Option I: Research Report		6	Required
Option II: Project Report/Thesis		12	Required
Option III: Research Thesis Presentation, Defend and publication at a recognized journal		33	Required

The program offers **Three** graduation path:

- (i) **Coursework and Research Report Path** (39 credits for coursework + 6 credits for research report).
- (ii) **Coursework and Project Report Path** (33 credits for coursework + 12 credits for project report/thesis).
- (iii) **Coursework and Research Thesis Path** (12 credits for coursework + 33 credits for research thesis presentation, defend and publication at a recognized journal)