



Curtin University

Dubai

BACHELOR OF COMMERCE

MARKETING

The Marketing major prepares students to organise and control marketing activities efficiently in a highly competitive and volatile environment.

This major gives you the chance to explore a wide area of marketing, including international and internet marketing, pricing, promotion and distribution strategies. You will also analyse the behaviour of competitors and customers to discover how marketing can be used to predict customer demand for products, services and ideas.

The major will involve interaction with industry as many of the units focus on real clients and case studies. There are opportunities for industry exposure and professional placement to increase your interaction with industry while you study.

PROFESSIONAL RECOGNITION AND MEMBERSHIPS

Graduates are eligible for membership in the following professional bodies:

- Australian Marketing Institute



ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Australia, Dubai, Singapore, Malaysia and Mauritius. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for the jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in the Academic Ranking of World Universities 2018. We are also ranked 20th in the world for universities under 50 years of age in the QS World University Rankings 2019.

QS World University Rankings by subject 2019:

- Top 200 – Business and Management Studies



A TRULY GLOBAL EXPERIENCE

You have the opportunity to pursue any one teaching period at our campus in Perth with no increase in tuition. You can also pursue the 2-week On Country Program in Perth, equivalent to a 25-credit point unit.

Make tomorrow better.

www.curtindubai.ac.ae

COURSE ESSENTIALS

BACHELOR OF COMMERCE IN MARKETING	
Indicative cut-off scores	GCE A-Levels: 5 points (best of 3 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	IELTS overall band score of 6.0 with a minimum of 6.0 in each band
Duration	3 years full-time
Intake	January, May and September
Total tuition*	AED 170,100 or USD 46,603

*All fees indicated are inclusive of 5% UAE VAT.

COURSE STRUCTURE

YEAR 1 TEACHING PERIOD 1	YEAR 1 TEACHING PERIOD 2
Accounting - The Language of Business	Introduction to Business Information Systems
Discovering Marketing	Introductory Economics
Fundamentals of Management	Business Law
Communication in Business	Consumer Behaviour
YEAR 2 TEACHING PERIOD 1	YEAR 2 TEACHING PERIOD 2
Marketing Research	International Marketing
Internet Marketing	Digital Communication Management
2 Elective Units	2 Elective Units
YEAR 3 TEACHING PERIOD 1	YEAR 3 TEACHING PERIOD 2
Retail Marketing and Distribution	Strategic Marketing
Services Marketing	Business Capstone
2 Elective Units	2 Elective Units *One elective can be a Business Internship

* These are example progressions. Order of units depends on intake period.

Career opportunities:

This course can help you become a

- Digital marketing specialist • Fundraising coordinator
- Marketing executive • Marketing communications manager
- Marketing research analyst • Product manager



Curtin Dubai delivers courses from the Curtin School of Business, which is AACSB accredited.

CONTACT US:

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