BACHELOR OF SCIENCE (HONOURS) MARKETING (TOP-UP)

www.simge.edu.sg
The programme is developed, fully taught and awarded by the University of Southampton, UK
Welcome to SIM Global Education (SIM GE) – A global campus with over 10 top ranking international universities from the UK, the US, Europe and Australia. As a premier institution of higher learning, we are a gateway to the world with a wide range of academic programmes to choose your ideal learning pathways from.

SIM GE is the global education arm of the Singapore Institute of Management (SIM Group) which is an initiative of the Economic Development Board to support Singapore's industrialisation. As one of the largest and leading private educational institutions in Singapore, we take pride in our reputation for quality academic standards and a vibrant student experience.

At SIM GE, we are committed to delivering a holistic education to empower individuals in their respective fields and communities.

We also aim to inspire passion in them to excel and to strive for bigger goals.

In today’s fast-changing world, the ability to adapt and evolve will give you an edge. With our multicultural learning environment and diverse campus life, you will gain the skills, knowledge and insights you need, to be career ready. These will enable you to gain a Global Edge as you make your mark in the global workplace of the future.

I invite you to come and be a member of our community, and discover how, like them, you can fulfil your aspirations by embarking on an exciting educational journey with us.

Dr Lee Kwok Cheong
Chief Executive Officer
SIM Global Education
Welcome to the Bachelor of Science (Honours) in Marketing degree which is offered through the Southampton Business School at the University of Southampton. The University has a reputation for academic excellence and is ranked 87th in the world (QS World University Rankings 2016/2017).

Today in the Faculty of Business, Law and Art, there are around 5,000 students studying programmes in Southampton, Winchester, China and Malaysia. We combine academic excellence with an innovative and entrepreneurial approach to research, supporting a culture that engages and challenges students in their pursuit of learning. As a founder member of the United Kingdom’s Russell Group of 24 major research-intensive universities, as well as the Worldwide Universities Network, we offer students a high-calibre learning experience.

For ambitious leaders who want to change the world, the Southampton Business School offers a distinctive, integrated approach to learning. Our research shapes future business practice and we provide a responsible educational experience that connects people and organisations to deliver groundbreaking social and economic impact. As well as giving you a strong academic grounding in your chosen field, our courses are designed to help you to develop the transferable skills that employers prioritise.

I invite you to become a graduate of the Southampton Business School so that you can, like many of our graduates before, aspire to a position of influence in the business world and, after you have completed your studies with us, become part of the University of Southampton’s global community of over 200,000 alumni.

Professor Paul Whittaker
Dean
Faculty of Business, Law and Art
University of Southampton

The University has a reputation for academic excellence and is ranked 87th in the world.
SIM Global Education
A leading private education institution

SIM Global Education is the global education arm of the Singapore Institute of Management (SIM Group). Founded in 1964 on the initiative of the Economic Development Board to support Singapore’s industrialisation, the SIM Group is today a diverse and vibrant organisation with a wide range of programmes, activities and services.

SIM Global Education (SIM GE) offers quality overseas academic programmes awarded by top ranking and reputable universities from the United Kingdom, the United States, Europe and Australia. SIM GE’s approach towards a holistic education is to develop students with a global edge for the global workplace with ability and adaptability for employability in the future economy. With 142,000 alumni and about 20,000 students from over 40 countries, SIM GE is a leading private education institution in Singapore.
Why Study at SIM GE?

**AWARD-WINNING INSTITUTION**
Top 3 Best Private Institute for eight consecutive years in the annual AsiaOne People’s Choice Awards.

**THROUGH-TRAIN PATHWAY**
Over 80 full-time and part-time academic programmes through over 10 partner universities at diploma, undergraduate and postgraduate levels.

**GLOBAL PERSPECTIVES & INSIGHTS**
Exposure to diverse cultures and a global network of faculty and peers bring broader perspectives to learning.

**STUDENT-CENTRIC CAMPUS**
Wi-Fi enabled campus with comprehensive facilities for students’ academic and recreation needs.

**VIBRANT STUDENT LIFE**
Participate in over 70 student clubs with year-round activities in arts, culture and sports.

**DEDICATED STUDENT SUPPORT**
Support services include academic support at Student Learning Centre, a dedicated Student Services Centre, Student Wellness Centre, and initiatives such as financial assistance schemes and counselling services.

**BOND-FREE SCHOLARSHIP & BURSARY**
Scholarships are available to students who excel in academics, sports or arts.

**NETWORK FOR SUCCESS**
A multitude of learning resources and networking events for students and graduates offered through SIM GE platforms and SIM Membership.

**ALUMNI ENGAGEMENT**
Stay connected even after graduation - benefit from events organised by SIM GE Alumni Office or volunteer your time through initiatives such as Structured Alumni Mentorship.
STUDENT LIFE

Project 1095

Seize the now.
Make the most of your time in SIM GE.

24 hours in 1 day...
365 days in 1 year...
1095 days in 3 years...

CAREER DEVELOPMENT
Raise your employability quotient through industry internships or career-readiness initiatives like the Talent Development Programme, Career Chapters, Mentorship Programme offered by Career Connect.

GLOBAL LEARNING
Gain international exposure through overseas academic exchange programmes, study trips, internships and workshops.

STUDENT DEVELOPMENT
Sharpen your leadership and social skills or pursue your passion in the arts and sports with more than 70 student councils and clubs available.

STUDENT CARE
Boost your well-being in healthy living and wellness programmes, or learn more from peer mentors at our dedicated Student Wellness Centre.
The Student Learning Centre (SLC) is a one-stop centre for student academic support. Boost your academic performance with our SLC resources.

**PEER-ASSISTED LEARNING (PAL)**
A student-to-student support network that provides academic assistance for selected modules.

**WORKSHOP SERIES**
Attend complimentary workshops on academic writing, study skills and personal effectiveness to hone effective learning skills.

**PROFESSIONAL SKILLS**
Develop professional skills that are highly valued by employers through well-structured training programmes.

**CONSULTATION SERVICES**
Work with our advisors to improve your skills in written and oral presentation.

Peer-Assisted Learning (PAL) in session

Digital Literacy Workshop

Student Learning Centre
The University of Southampton is a forward-thinking institution that aspires to change the world for the better. Through education, research, innovation and enterprise, we provide opportunities that transform the lives of our students, our community, society and the economy. We have a reputation for academic excellence and are ranked 87th in the world (QS World University Rankings 2016/2017).

Since receiving a Royal Charter in 1952, the University of Southampton has expanded significantly and built a reputation for research and teaching excellence. Today there are over 23,500 students studying across our six campuses in Southampton, Winchester and Malaysia, and the University employs 6,500 staff. We combine academic excellence with an innovative and entrepreneurial approach to research, supporting a culture that engages and challenges students in their pursuit of learning. As a founder member of the United Kingdom’s Russell Group of 24 major research-intensive universities, as well as the Worldwide Universities Network, we offer students a high-calibre learning experience.

The University of Southampton offers excellent opportunities and facilities for study and research across a wide range of subjects including law, arts, humanities, social sciences, medicine, health science, engineering and mathematics.

The University of Southampton is one of the leading research universities in the recent Research Excellence Framework (REF2014). Our interdisciplinary approach brings researchers from across the University together to address global challenges such as climate change, global health, hi-tech crime and our ageing population, crossing the boundaries that traditionally separate subject areas to pioneer innovative solutions.

Our students learn from researchers and experts in their fields about the latest world-changing research as it happens. With access to some of the best research facilities and equipment in the world, from super computers and wind tunnels to major historical archives and a concert hall, they will have a competitive technical edge. Our challenging programmes encourage the critical thinking and independent learning that are essential for the next generation of leaders and decision makers.

The Bachelor of Science (Honours) in Marketing degree is offered through the Southampton Business School. The School is one of the UK’s leading business schools, with high academic standards and an impressive success rate in educating tomorrow’s business leaders.
We combine academic excellence with an innovative and entrepreneurial approach to research, supporting a culture that engages and challenges students in their pursuit of learning.

Why choose the University of Southampton?

- Ranked 87th in the world (QS World University Rankings 2016/2017)
- Top 20 universities in the UK (The Complete University Guide 2017 and Guardian University Guide 2017)
- One of the founding members of the prestigious Russell Group of 24 UK research-intensive universities
- Marketing degrees are accredited by the UK’s Institute of Direct and Digital Marketing (IDM)
- Top 20 universities in the UK for Marketing in the Complete University Guide 2017/2018
- Southampton Business School is accredited by the Association of MBAs (AMBA)
Overview
The Bachelor of Science (Honours) in Marketing (Top-up) degree will provide you with an up-to-date knowledge and understanding of the field of marketing.

Grounded in marketing theory and the application of principles, concepts, approaches, purpose and practice of marketing in contemporary organisations, the programme focuses on delivering value for both customers and shareholders as a marketing professional, using technology in both the management of customer experience and in engaging with customers through digital media.

Objectives
• Provide an appreciation of the role of marketing in modern organisations
• Develop an appreciation and understanding of the range of marketing strategies and tactics, to help you prepare for or develop your career
• Introduce and develop a breadth of knowledge in key marketing principles such as customers as the heart of strategy, the delivery of value, accountability for marketing spend and the pervasive use of digital technology
• Provide the opportunity and practical training in applying concepts and approaches learned, as well as the application of tools and techniques of key marketing disciplines
• Develop your ability to undertake rigorous, independent research

Duration and Intake
<table>
<thead>
<tr>
<th>Programme Duration</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>2 Years Full-time</td>
<td>September</td>
</tr>
</tbody>
</table>

Modules
Year 2
• Analytics for Marketing
• Business Research
• Digital Marketing
• Human Resource Management
• International Retailing
• Living and Working on the Web
• Marketing Communications and Media Management
• Services Value for Digital Managers

Year 3
• Corporate Social Responsibility
• Customer Insight
• Data Mining for Marketing
• Digital Marketing: Engaging with the Customer
• Marketing Simulation
• Measuring Marketing Effectiveness

Students are required to complete and pass an industrial placement and a 10,000 word dissertation.

The modules offered will be at the discretion of the University. Please refer to SIM GE website for latest modules.
**Mode of Delivery**
Blended learning comprising:
- Computer simulation
- Consultations
- Lectures
- Online learning
- Tutorials

Each lesson is typically 2 hours for lectures; 1 hour for tutorials.

**Assessment**
- Assignments/Projects
- Written Exams

Assessment is subject to change by the University.

**Candidature Period:**
2 to 4 years

There will not be any refund or recourse should the student fail to complete the programme within the candidature period.

**Minimum Class Size:**
40

In the event that the class cannot commence due to low take-up rate, applicants will be informed within one month before programme commencement.

**Award**
Upon successful completion of the programme requirements, students will be awarded the Bachelor of Science (Honours) in Marketing degree from the University of Southampton.

---

**Industrial Placement**
24 weeks will be spent on an approved industrial placement in a business organisation.

International students should note that the placement is to be done in their home country unless otherwise approved by the University.

Our students interned at the following companies:
- Bates CHI & Partners Singapore
- DHL eCommerce Singapore
- Edelman Singapore
- Havas Worldwide
- International Flavors & Fragrances (Asia Pacific)
- Johnson & Johnson Medical Singapore
- Ogilvy & Mather Singapore
- Porsche Asia Pacific
- Robert Bosch (SEA)
- Singapore Press Holdings
- Taylor Nelson Sofres Singapore
- The Fullerton Hotel Singapore
- The Nielsen Company (Singapore)
- Volkswagen Group Singapore

---

**Career Prospects**
Graduates can pursue management roles in a range of private, public and third sector organisations (including social enterprises). Some graduates may choose to form their own businesses on graduation, or within a few years of graduation. The intent of the programme encourages the development of enterprising competencies that will enable employability in a range of organisations and better quality venture creation.

Graduates can also go on to professional training and graduate management schemes while others begin careers in consultancy, web design, management, accounting, finance or banking. With a good working knowledge of marketing with a digital focus, graduates can make a real contribution to the businesses they join.

Marketing roles include Marketing Executive, Digital Marketing Executive, Market Research Analyst, Sales Executive, Event Management Executive, Business Consultant, Marketing Data Analyst, Digital Specialist, etc.

---

“Marketing occupies a central role within forward-thinking organisations because the way customers interact with brands is increasingly complex and interconnected. Consequently, this programme puts digital marketing and analytics at its core. Along with an extensive industrial placement, this programme empowers graduates in their future careers as digital-savvy and data-driven marketers.” (2017)

Dr Andrew Farrell & Dr Kristina Schmidt
Programme Directors
Southampton Business School
Admission Criteria
• Diploma in Accounting / Banking and Finance / International Business / Management Studies awarded by SIM; or
• Business related Diplomas from local Polytechnics;* or
• Non-Business related Diplomas from local Polytechnics with successful completion of the SIM Preparatory Course in Business (UOSMS).
• All other qualifications will be evaluated on a case-by-case basis.

*Please refer to SIM GE website for a list of Business related Diplomas that may be eligible for advanced standing into the two-year programme.

Applicants must obtain an average B grade. Those with results close to B average will be considered subject to interview. No exemptions will be granted. All admissions are based on merit and are subject to the final approval of the University.

SIM Diploma graduates and local Polytechnic graduates will be deemed to have reached the required English language standard.

Please visit SIM GE website for full details on the programme admission criteria including English proficiency.

Programme Fees

<table>
<thead>
<tr>
<th>Programme Duration</th>
<th>Preparatory Course in Business (UOSMS) Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months Full-time</td>
<td>S$642 per module</td>
</tr>
</tbody>
</table>

Fees are inclusive of prevailing GST and are payable in full before course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.

Preparatory Course in Business (UOSMS)
Applicants with a Diploma from local Polytechnics who have not completed all areas of study as listed in the four modules below, are required to complete and pass a three-month SIM Preparatory Course in Business (UOSMS) for entry into the Bachelor of Science (Honours) in Marketing (Top-up) programme.

The preparatory course is developed and awarded by SIM, Singapore.

Duration and Intake

<table>
<thead>
<tr>
<th>Programme Duration</th>
<th>Intake</th>
</tr>
</thead>
<tbody>
<tr>
<td>3 Months Full-time</td>
<td>June</td>
</tr>
</tbody>
</table>

Modules
• Accounting and Finance
• Business Statistics
• Economics
• Marketing

University of Southampton may require students to complete a minimum of one and up to a maximum of four modules, per intake.

Mode of Delivery
Blended learning comprising:
• Lectures
• Online learning

Lessons are typically 3 hours, and some classes may take place in the evenings.

Assessment
The modules are assessed either by written exams, coursework or a combination of both.

Certification
A certificate of completion will be awarded upon successfully passing the Preparatory Course in Business (UOSMS).

Programme Fee

<table>
<thead>
<tr>
<th>Programme</th>
<th>Fee</th>
</tr>
</thead>
<tbody>
<tr>
<td>Preparatory Course in Business</td>
<td>S$642</td>
</tr>
<tr>
<td>(UOSMS) (if applicable)</td>
<td>per module</td>
</tr>
</tbody>
</table>

Fees are inclusive of prevailing GST and are payable in full before course commencement. Fees do not include textbooks. Please refer to SIM GE website for the latest fees.
Reasons to study University of Southampton’s degree at SIM

- A two year degree fully taught by faculty from the University of Southampton, UK
- Curriculum is developed with practitioner input and has a strong emphasis on analytical, numerical and data management skills associated with modern marketing
- The programme has a unique compulsory 24-week industrial placement component that introduces you to exciting new developments in marketing practice and valuable work-related skills
- The University of Southampton’s research experience in digital marketing offers you an edge in the world of marketing today revolutionised by the Internet and latest technology
- Dissertation in the final year provides you with an opportunity to undertake a sustained piece of individually researched academic study, honing research skills
“The dynamics of the marketing industry have evolved over the years and will constantly evolve in the future. The programme recognises these dynamics and allows me to engage and embrace such changes. With a focus on digital and analytics, the programme equips me with specific knowledge and skills that would bring great value to the industry.” (2017)

Khairul Fahmi Bin Ahmad Mahbob
Graduate
Student, MSc Marketing Analytics
University of Southampton

“Lecturers who are experts in their fields gave us a comprehensive understanding of digital marketing, and the technical aspects of big data analytics. It was truly an enriching experience to have the opportunity to learn and interact with them.” (2017)

Ebrahim Shakir
Graduate
Senior Digital Specialist, Ogilvy & Mather

“The diverse yet relevant nature of modules has significantly shaped my adaptability and understanding towards marketing. Having acquired both academic knowledge and internship experience, I am now hired by one of the leading, local manufacturing companies in Singapore.” (2017)

Novina Teo
Graduate
Marketing Executive, Polybuilding (S) Pte Ltd
“The knowledge from university lecturers and my industrial placement with DeVries Global, exposed me to the latest trends and changing dynamics of the marketing industry which I feel is vital and essential for my career development.” (2017)

Ryan Chew
Student

“As marketing interns at SPH’s Fastjobs, we had the chance to apply what we learnt from school to the real world. The industrial placement was indeed an experience that gave us many opportunities to explore and excel beyond limits.” (2017)

Guo Yixin & Mabel Ngiang
Students

“Constantly emerging new technologies have evolved our everyday communications. My six-month internship with International Flavors & Fragrances (Asia Pacific) has endowed me with practical experience and career networks that not only enriched my tertiary educational experience but also groomed us to be indispensable assets to future organisations.” (2017)

Easter Lim
Student
Our students learn from academic experts in their fields and through industrial placements, and have the chance to solve real-world problems as part of their degree.
APPLICATION AND ADMISSION

How to Apply
Visit www.simge.edu.sg/ge/how-to-apply for the application process, list of required supporting documents, documents verification process and more information.

For an international applicant applying to a full-time programme, you must submit an online Student’s Pass (STP) application form. Your Student’s Pass application is subjected to approval of the Singapore Immigration & Checkpoints Authority (ICA).

Application Fees
An application fee is payable for each application form that is submitted. This fee (inclusive of the prevailing GST) is non-refundable and non-transferable. The fee will be fully refunded only if the intake does not commence. Unpaid applications will not be processed.

Payment Mode: MasterCard/Visa credit cards or eNETS

<table>
<thead>
<tr>
<th>Application Fees</th>
<th>Local applicants</th>
<th>International applicants</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>S$96.30</td>
<td>S$321.00*</td>
</tr>
</tbody>
</table>

*This does not include all fees related to Student’s Pass application.

Private Education Act
Under the Private Education Act, legislated in December 2009, a Council for Private Education (CPE) was set up to regulate the private education industry in Singapore. From 03 October 2016, the Council for Private Education became part of a new statutory board – SkillsFuture Singapore (SSG). Under the new structure, the SSG Board appointed the Committee for Private Education (CPE) to carry out its functions and powers relating to private education under the Private Education Act.

All Private Education Institutions (PEIs) are required to comply with the regulations under the Act in order to continue operations.

Following are the requirements which Singapore Institute of Management Pte Ltd (SIM PL) has put in place:

PEI-Student Contract
CPE, in aiming to enhance the confidence of students and their parents in the quality of education in Singapore, has stipulated that all PEIs must sign a PEI-Student Contract with students. The contract sets out the terms and conditions governing the relationship between the student and PEI. SIM PL will honour all terms and conditions in the contract and in all communication materials.

Students may request for a copy of the PEI-Student Contract from SIM PL or view it on the CPE website (www.cpe.gov.sg).

Cooling-Off Period
There will be a cooling-off period of 7 working days after signing the PEI-Student Contract. Students have the right to cancel the contract within the 7 working days and be refunded the highest percentage of the fees already paid if the students submit written notice of withdrawal to SIM PL within the cooling off period (refer to Clause 2.3 of PEI-Student Contract). After the cooling-off period, SIM PL’s refund policy will apply.

Fee Protection Scheme
SIM PL adopts a compulsory Fee Protection Scheme (FPS) to protect the paid fees of both local and international students. The FPS serves to protect the student’s fees in the event that the PEI is unable to continue operations due to insolvency, and/or regulatory closure. In addition, the FPS protects the student if the PEI fails to pay penalties or return fees to the student arising from judgments made against it by the Singapore courts.

SIM PL has appointed Etiqa Insurance Pte. Ltd. and Lonpac Insurance Bhd as our FPS insurance providers. Under the FPS insurance scheme, students’ fees will be insured by the insurer pre-assigned by SIM PL. In case of events as stated above, students will be able to claim their paid fees from the respective FPS insurance provider.

More details of the FPS can also be found in the FPS Instruction Manual, available at www.cpe.gov.sg.

Medical Insurance
SIM PL has in place a group medical insurance scheme for all its students. This medical insurance scheme will have a minimum coverage as follows: an annual coverage limit of S$20,000 per student, covers up to B2 ward in government and restructured hospitals and provides for 24 hours coverage in Singapore and overseas (if student is involved in SIM PL-related activities) throughout the course duration.

For more information on medical insurance, visit: www.simge.edu.sg/ge/medicalinsurance.

Refund and Transfer/Withdrawal Policies
For refund and transfer/withdrawal policies, please refer to www.simge.edu.sg/ge/refund.

Confidentiality
SIM PL is committed to maintaining the confidentiality of the student’s personal information and undertakes not to divulge any of the student’s personal information to any third party without the prior written consent of the student SUBJECT TO the obligation of SIM PL to disclose to any Singapore government authority any information relating to the student in compliance with the law and/or to the organisation conferring/awarding the qualification.