

MARKETING

AREA OF STUDIES

The Marketing major prepares students to lead in today's dynamic global market by combining academic excellence with real-world experience.

Why study marketing at MUIC?

- Real world experiences: small, interactive, project-based classes with company collaboration and simulation
- AACSB-accredited and TMRS-affiliated marketing program ensuring global quality and local relevance.
- Research-active faculty with leading international publications
- Future oriented program focusing on sustainable and ethical marketing
- Alumni at global firms such as Google, Unilever, Agoda, Shopee, and Line

STRATEGY
TEAMWORK
MARKETING



Marketing Specialized Tracks:
Students can tailor their academic path by selecting one of three tracks.

- **Brand Management Track** – for those interested in building trusted, profitable and beloved brands for products, persons, places, and organisations.

- **Digital Marketing Track** – for those interested in e-commerce, content marketing, and media analytics.

- **Entrepreneurial Marketing Track** – ideal for aspiring founders or family business successors.

CAREER OPPORTUNITIES

1. Brand / Marketing Manager
2. Digital Marketing or E-Commerce Specialist
3. Market Research Analyst
4. Account Executive (advertising / agency)
5. Startup founder, SME, or family-business marketer



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