



Curtin University

Dubai



Bachelor of Commerce Marketing

The Marketing major prepares students to plan and conduct marketing activities efficiently in a highly competitive and volatile environment with a strong focus on digital marketing

This major gives you the chance to explore a wide area of marketing including international and internet marketing, social media marketing, product marketing, and services marketing. 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.

This 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
- Chartered Institute of Marketing

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative global university with campuses in Australia, Dubai, Singapore, Malaysia, Colombo, 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 (ARWU) 2023. We are also ranked 183rd in the world for universities by the QS World University Rankings (QSWUR) 2024.

QS World University Rankings by subject 2023:

- 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 (minimum 2 subjects) IB: 24 points India: CBSE/ICSE - 60% HSC - 65% Pakistan: 75%
English language requirements	12th CBSE - 60% IGCSE English Language and Literature - C IB - 4 IELTS 6.0, with no band less than 6.0 or equivalent
Duration	2 years (6 trimesters)
Intake	January, May**, and September
Total tuition*	AED 170,100 or USD 46,350

*All fees indicated are inclusive of 5% UAE VAT. ** May is not a standard progression.

COURSE STRUCTURE

Communication, Culture, and Indigenous Perspectives in Business	Managing Social Media Platforms
Strategic Career Design	Digital Marketing Strategy
Markets and Legal Frameworks	Marketing Intelligence
Financial Decision Making	Services Marketing
Analytics for Decision Making	Retailing and E-Commerce
Discovering Marketing	Business Internship
Consumer Behaviour	Corporate Marketing Strategy
Marketing Across Borders	9 Electives

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

CAREER OPPORTUNITIES

This course can help you become a/an

- 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:

CURTIN UNIVERSITY DUBAI

Dubai International Academic City
Blocks 10 & 11, Fourth Floor
P.O. Box 345031, Dubai, UAE
Tel: +971 4 245 2500
Fax: +971 4 243 4218
Email: admissions@curtindubai.ac.ae
Web: www.curtindubai.ac.ae

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