



CHARLES TELFAIR
INSTITUTE


“The aim of marketing is to know and understand the customer so well the product or service fits him and sells itself.”

Peter Drucker



FOR MORE INFORMATION, PLEASE CONTACT THE FUTURE STUDENTS CENTRE

 info@telfair.ac.mu

 TELFAIR, MOKA, MAURITIUS  (230) 401 6511  (230) 433 3005

 www.telfair.ac.mu  Charles Telfair Institute



Curtin University

BACHELOR OF COMMERCE MARKETING (SINGLE MAJOR)



AACSB
ACCREDITED

WHAT IS IT?

Have you ever wondered what makes people choose certain brands over others? Marketing is one of the most important functions in a successful business. To gain an advantage, companies must differentiate themselves from their competitors. They need to work out how they may persuade their target audience to buy their products or services.

Marketing suits those who wonder what makes people think and behave the way they do, enjoy working with other people and in teams, have strong organisational skills and want a career that is interesting and diverse. Roles may be in market research, product management, marketing communications, brand strategy, fundraising, and on-line marketing in areas such as developing on-line strategy, search engine optimisation,

and social media and networking.

This major provides you with an understanding of the role Marketing plays in creating customer value. You will have the chance to explore matters such as international and internet marketing, retail and services marketing, research, product, pricing and promotion strategies, and consumer behaviour.

Please note:

During your first semester of the Bachelor of Commerce you will complete common core units which will provide an introduction to the various aspects of business. You do not need to make a final decision on a single or combined major until your second semester.

WHY A CURTIN BCOM in Marketing at CTI?

- ✓ **Experience:** CTI's has been at the forefront of Marketing Management courses in Mauritius for over 16 years.
- ✓ **Innovation:** There is a strong focus on contemporary Marketing and Management practices and challenges.
- ✓ **Strong practical focus:** The School's state-of-the-art facilities and close link with industry provide students with the necessary resources to be at the forefront of industry requirements.
- ✓ **Employability Advantage:** This course helps students develop a comprehensive and unique understanding of industry requirements in the arena of marketing and management.
- ✓ **Industry Network:** Guest speakers from industry and work based projects are a key feature of the course; students work on real world projects and undertake internships in the top companies locally.

CAREER POSSIBILITIES

- / Marketing Officer
- / Market Researcher
- / Events Coordinator
- / Fundraising Coordinator
- / Market Research Analyst
- / Product Manager
- / Online Marketing Specialist
- / Marketing Communications Manager

COURSE STRUCTURE

YEAR 1

> Introduction to Accounting	> Business Law
> Introduction to Business Information Systems	> Introductory Economics
> Communication in Business	> Discovering Marketing
> Fundamentals of Management	> N.B.: Please note that, in addition to the above, you will be expected to select one Elective unit

YEAR 2

> Consumer Behaviour	> Internet Marketing
> International Marketing	> Marketing Research
> N.B.: Please note that, in addition to the above, you will be expected to select four Elective units	

YEAR 3

> Services Marketing	> Digital Communication Management
> Retail Marketing and Distribution	> Strategic Marketing
> Business Capstone	
> N.B.: Please note that, in addition to the above, you will be expected to select three Elective units	

Note: Students joining this course are required to bring their own laptop to all relevant classes and procure licenses for all required software

Upon completion of a BCom, you can gain entre into CURTIN Master of International Business or Master of Business Administration (Global)

Disclaimer: Please note that CTI/Curtin reserves the right to change the content and/method of assessment, to change or alter tuition fees of any unit of study, to withdraw any unit of study which it offers, to impose limitations on enrolment in any unit or program and/ or to vary arrangements for any programme.

DELIVERY PLAN

Duration:

The programme is run over three years (six semesters)

Starting Dates:

Two intakes per year - February & August

ENTRY REQUIREMENTS

For admission to Curtin, applicants must

- / Satisfy the minimum academic entry requirements
- / Meet the minimum English competency level or
- / Have experience in the field. Recognition of prior learning is assessed on an individual basis.

Please note:

- / Candidates who do not meet all entry requirements can enroll on the *CTI Foundation programme* in order to gain admission to the BCom degree

APPLICATION PROCEDURES

- / Students must complete the prescribed application forms available at our Future Student Centre or at www.telfair.ac.mu and should submit relevant copies of the following documents:
 - / Copies of educational qualifications
 - / Two passport-size photographs
 - / Copy of National Identity Card and Birth Certificate
- (The originals of all the above documents for certification purposes are needed.)*

APPLICATION DEADLINE

It is recommended to register at least 5 weeks before the start date of Programme. Please call us on 4016511 or email us on info@telfair.ac.mu