BizCare

NUS BIZCARE PRESENTS

MARKETING SPECIALISATION GUIDE



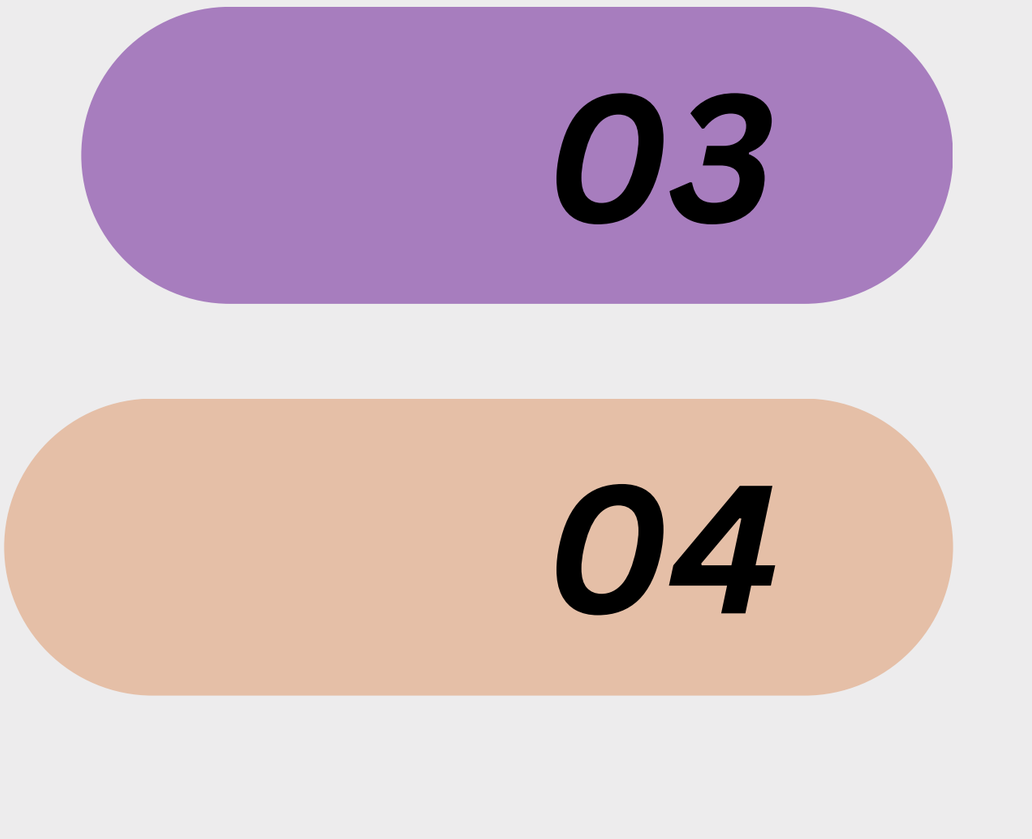
TABLE OF CONTENTS

01 What It Entails

02 Courses

03 Popular Double Specialisations

04 Words of Advice



MARKETING SPECIALISATION

WHAT IT ENTAILS

Students who specialize in marketing typically focus on understanding consumer behavior, digital marketing strategies, brand management, and advanced marketing analytics, among other core areas.

SKILLS REQUIRED

Generally, students are expected to be persuasive and be equipped with strong skills in presentations.

HARD SKILLS:

- Digital Marketing (Social media marketing, Search Engine Optimisation)
- Market Research (Conducting
- surveys and focus groups)
- Graphic Design Basics (Proficiency in design tools such as Canva)

SOFT SKILLS:

- Creativity
- Communication Skills (to convey ideas clearly)
- Critical Thinking and Problem Solving
- Ability to work with in group projects



CCAs

- NUS Marketing Interactive
- Bizad

MARKETING SPECIALISATION

Courses

Compulsory core courses in order to specialise in Marketing:

MKT3701: Marketing Strategy - Analysis and Practice
MKT3702: Consumer Behaviour
MNO2703: Leadership and Decision Making under Uncertainty
BSP4701: Strategic Management

Students are then required to complete these courses for their specialisation. **Below are some senior recommendations:**

MKT4723 Customer Experience Management: Concepts were palatable and easy to digest

MKT3711 Service Marketing: Brings in the perspective of the consumer as well as the business, making the mod dynamic



Do check out the link attached to read up on the review for the respective courses!

Course Reviews

MARKETING SPECIALISATION

POPULAR DOUBLE SPECIALISATIONS

Finance, Human Resources and Psychology are common specialisations to pair with Marketing.

Finance

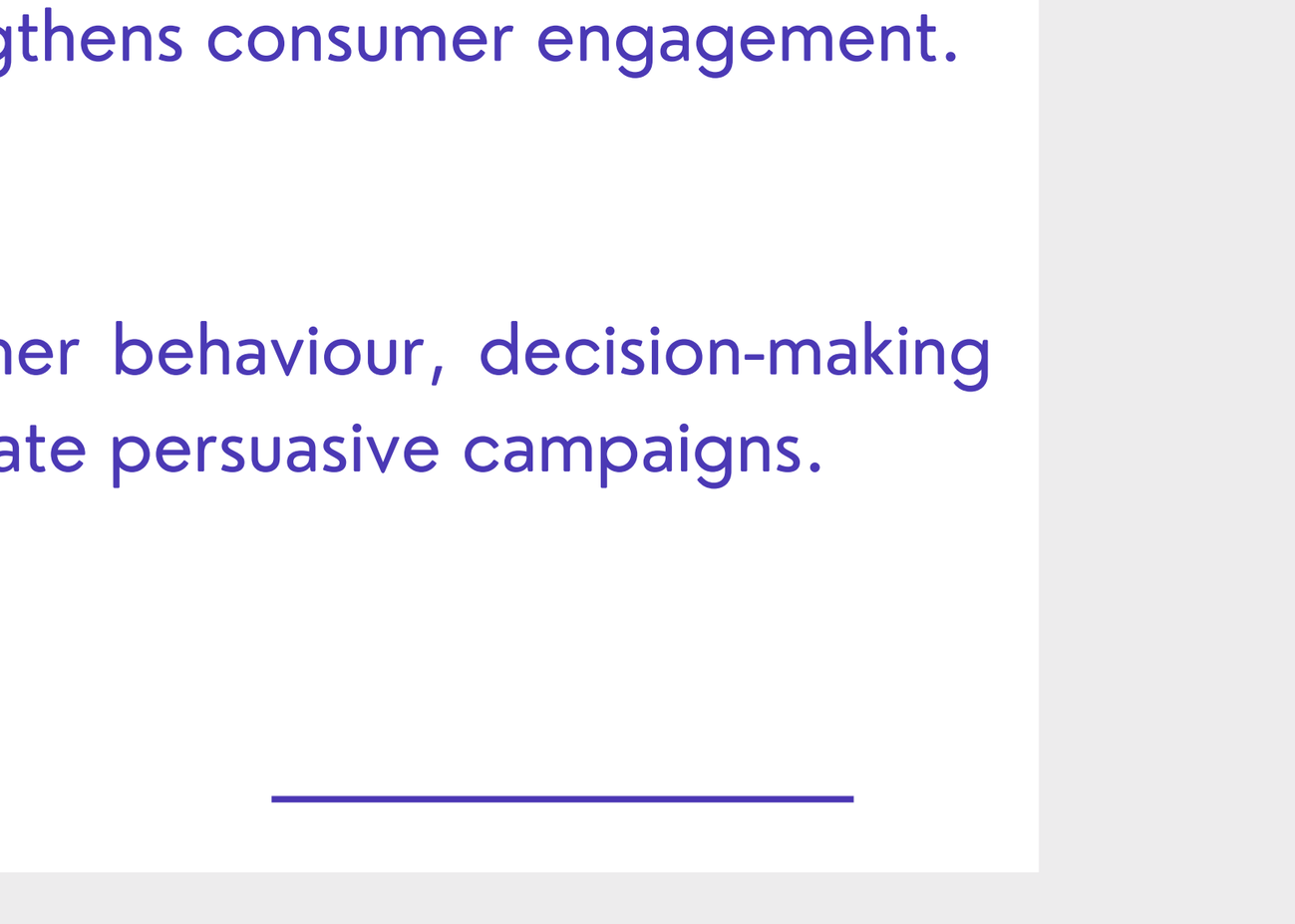
- Helps marketers optimise budgets, develop pricing strategies and ensure campaigns are cost-effective.

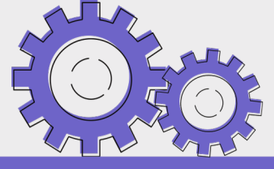
Human Resources (HR)

- HR brings expertise in building employer brands, improving internal communciation and aligning employees with brand values that strengthens consumer engagement.

Psychology

- Provides depth into consumer behaviour, decision-making that allows marketers to create persuasive campaigns.





WORDS OF ADVICE!

- Expect a lot of group projects. Strong collaboration and effective communication are important to succeed in this field

- Focus on sharpening your presentation and writing skills as there will be much to present during class

- While the workload is manageable, the volume of group work and deadlines can be challenging. Stay organised to keep up with everything.

- Be detail oriented to come up with good marketing plans and try to include details as specific as possible

Does Marketing require heavy class participation?

Yes. In fact, you need to be outspoken and do many presentations too!

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