



**MARKETING
INSTITUTE OF
SINGAPORE**
Training Centre

The Marketing Institute of Singapore (MIS) was established in 1973 as the national not-for-profit organisation for the marketing profession in Singapore. It is the national professional body for sales and marketing practitioners in Singapore.

The Institute believes in promoting marketing as a philosophy and is dedicated to Creating Marketers through Quality Education. Being one of the oldest and most renowned education and training centres in Singapore, qualifications awarded by MIS are highly regarded and recognised, particularly in the field of Sales and Marketing.

MIS is renowned for its practical and up-to-date theoretical approaches in its training programmes. Over the years, the Institute has graduated many sales and marketing professionals through its series of qualifications: certificates, diplomas, degrees and post-graduate programmes. MIS is also the first marketing professional body in the Asia-Pacific region to be PSB ISO 9000 certified. In 2003, this certification has been converted to ISO 9001: 2000.

As one of the founding members of the Asia Marketing Federation (AMF), MIS is currently the education headquarters of the AMF, an appointment it held since 1992. Given its track record as the foremost marketing institute in Singapore, MIS began to attract international students to its campus since 1998. Over the years, the number of these International students enrolling in MIS has grown tremendously.

MIS is one of the first three private education organisations to attain the CaseTrust for Education Mark – a certification of possessing the foundation for good quality student welfare / protection practices and standards.

Introduction

Strong and powerful brands have a dramatic impact on purchasing decision and can build customer loyalty and improve profitability. As a result, there is an increasing interest in branding in recent years in the Asia-Pacific region, as organisations become more aware of the significance of building strong and powerful brands which transcend industries and provide an organisation with one of its most valuable assets. The **Graduate Diploma in Brand Management (GDBR)** is suitable for both business and non-business university graduates seeking to acquire specific skills to differentiate themselves from other graduates. The programme would also appeal to those already in the work force intending to enhance their skills in this area.

Programme Objective

The GDBR programme is aimed at providing a sound understanding and competent level of brand knowledge and skills essential in analysis, planning, implementation and decision-making so as to build brand equity. The outcome is that students are well-fitted to work in the branding and marketing world.

Programme Structure

This 12-month part-time programme covers 6 modules over three semesters:

SEMESTER I	GDBR 101 Marketing Management	GDBR 102 Consumer Behaviour and Marketing Research
SEMESTER II	GDBR 103 Advertising and Integrated Brand Communications	GDBR 201 Branding Strategy
SEMESTER III	GDBR 202 Strategic Brand Management	GDBR 203 New Product and Brand Development

Classes are held two to three times a week from 7.00 pm to 10.00 pm on weekdays or 2.00 pm to 5.00 pm on Saturdays. Delivery mode involves lectures, group discussions, case studies and presentations by students.

All students are required to sit for a written examination for each module at the end of each semester. Students must fulfil the attendance requirement of at least 75% for each module before they are considered eligible to take the end-of-semester examinations.

Students may repeat any single module up to a maximum of two times. However, the student must complete the GDBR programme within three years from the intake he/she is registered in.

Module Outline

GDBR 101 MARKETING MANAGEMENT

To provide students with a good working knowledge of marketing management. Emphasis is placed on the procedures and techniques of decision making in the marketing context. Upon completing the course, students will be able to apply marketing principles in making marketing decisions.

GDBR 102 CONSUMER BEHAVIOUR AND MARKETING RESEARCH

The first part of the course covers the study of behavioural models and concepts to help students understand, evaluate, and predict consumer behaviour in terms of marketing implications. The course emphasizes an understanding of the processes that influence the consumer's acquisition, consumption, and disposition of goods and services.

The second part of the course focuses on the use of marketing research as an aid to making marketing decisions. More specifically, it deals with how the information used to make marketing decisions is gathered and analysed.

Today's competent marketers are both consumer-centric and market focused. They utilise both consumer behaviour and marketing research knowledge to gain a sustainable competitive advantage in markets where few

significant differences exist between product or service offerings. Critical research skills and an understanding of consumer behaviour are part of the necessary skill set for anyone engaged in a growing competitive global marketplace.

GDBR 103 ADVERTISING AND INTEGRATED BRAND COMMUNICATIONS

This module covers the development and implementation of holistic brand advertising and promotion. The nature, role and principles of the various marketing communications tools will be discussed. On completing the course, students will be able to develop and enhance strategic decision making skills regarding integrated brand communications.

GDBR 201 BRANDING STRATEGY

This module is structured along the daily key responsibilities and challenges faced by the typical brand managers who need to devise and implement a successful branding strategy in the competitive marketplace. It focuses on proven strategies for building successful brands, the decisions and options faced by brand managers, and the tools to effectively manage brands.

GDBR 202 STRATEGIC BRAND MANAGEMENT

This module introduces students to the theories, concepts, models, skills and some of the tools

used in effective strategic brand management. The objective of this module is to increase the understanding of the important issues in planning and evaluating brand strategies across consumer and business markets and across goods and services. In addition, it will cover the importance of brand equity, brand strategies over the product life cycle, and the application of the marketing mix to brand strategies. Students will learn the key steps of the analytical process to help grow a brand globally.

GDBR 203 NEW PRODUCT AND BRAND DEVELOPMENT

This module covers contemporary thinking, principles, concepts and practices on the process of bringing new products and brands to the market within the overall strategic context of a firm. The module exposes students to typical challenges faced in new product planning and management, new brand development and marketing. It teaches them how to successfully define, develop, deploy, market and support profitable new products, services and brands.

Application & Administration Details

Entry Requirements

All applicants must possess:

- A degree or similar professional qualifications from a recognised university / institution or;
- A diploma from a local polytechnic with at least 2 years of working experience

The Marketing Institute of Singapore Training Centre Board of Studies reserves the right to change the above requirements and selection is at its sole discretion.

Exemptions

The Marketing Institute of Singapore Training Centre Board of Studies recognises a number of academic qualifications with appropriate content for exemption on a module-by-module basis. No exemption will be given for partially completed qualifications. Exemptions, however, will not be considered on the basis of marketing experience.

The Marketing Institute of Singapore Training Centre Board of Studies reserves the right to recognise and approve only certain qualifications for exemption. Requests for exemption must be made on the appropriate exemption form at the time of registration. No exemptions shall be given after the course has commenced.

An exemption fee of **S\$53.50** (incl. 7% GST) per module will be charged for every module exempted. No course fees will be charged for the subjects that are exempted.

Fees

Application Fee

A non-refundable application processing fee of S\$214.00 (incl. 7% GST) is chargeable upon application and submission of documents.

Course Fees

Fees are payable in three instalments and must be settled prior to the commencement of each semester:

	AMOUNT	7% GST	TOTAL
Semester I	\$ 1090.00	\$ 76.30	\$1,166.30
Semester II	\$ 1090.00	\$ 76.30	\$1,166.30
Semester III	\$ 1090.00	\$ 76.30	\$1,166.30
Grand Total	\$3,270.00	\$ 228.90	\$3,498.90

The course fees cover course materials and lesson delivery and **DO NOT** include textbooks and other miscellaneous charges, if any.

Payment of all fees may be made using cash, cheque, NETS and all major credit cards.

Miscellaneous Fees

Candidates will be allowed to sit for the supplementary examination(s) for the module(s) that they were absent or have failed in the main examinations. However, a supplementary examination fee of S\$53.50 (incl. 7% GST) per module is applicable.

To repeat a failed module, a student must pay a repeat fee of S\$583.15 (incl. 7% GST) per module and attend classes before he/she is considered eligible to take the examination.

Membership Fees

The Marketing Institute of Singapore is a professional body for sales and marketing practitioners. All successful applicants must be affiliate members of the Institute. The following discounted membership charges apply:

Entrance fee	S\$53.50 (incl. 7% GST)
Annual Subscription	S\$53.50 (incl. 7% GST)



Marketing Institute of Singapore Training Centre

10 Raeburn Park, Block C,
#01-33 / 02-33, Singapore 088702

MARKETING
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Tel : 65-6411-1711
Fax : 65-6271-8029
Email : education@mis.edu.sg
Website : www.mis.edu.sg/education

Funding & Subsidies

For Singapore Citizens and Permanent Residents, various bank loans are available.

Award of Diploma

Students who have paid all the necessary fees and passed all examinations shall be awarded the **Graduate Diploma in Brand Management** and be allowed to use the designatory letters "**Grad Dip Brand Mgmt**" after their names.

All examination questions and the marking of scripts will be moderated and/or examined by the institute's Board of Studies before they are released to students. The decision of the Board is final and no correspondence will be entertained.

CASE-Approved Student Contract

The Marketing Institute of Singapore has been CaseTrusted since 2005. Hence, it is mandatory for all students, or legal guardians, if the student is under the age of 21, to sign the CASE-Approved Student Contract with the institute and opt to undertake the Student Protection Scheme prior to the enrolment of each programme. Log on to www.case.org.sg for more information.

Transfer, Withdrawal, Deferment & Refund Policy

The institute is committed to adhere with full integrity to the various policies that are communicated in its student contract, student handbook, and website, amongst others. Log on to www.mis.edu.sg/education for more information.

Confidentiality Policy

The institute is committed to maintaining the confidentiality of the student's personal information and undertakes not to divulge any of this information to any third party without the prior written consent of the student. All personal particulars obtained are strictly for official use only.

Changes & Amendments

The Marketing Institute of Singapore Training Centre reserves the right to vary, change and amend the entry requirements, course fees, curriculum, module content, examination rules and regulations, lecturers, lecture date, venue and other aspects of the course at any time prior to and during the running of the modules.

Application Procedure

An applicant must complete the prescribed application form and return it together with the following documents:

- **CERTIFIED TRUE COPIES** of educational certificates/degrees/diplomas. Certification may be made by your company or at the Marketing Institute of Singapore Training Centre, in which case, the originals must be presented for verification.
- One passport-sized photograph.
- Payment of **S\$214.00** (incl. 7% GST) as the application processing fee (non-refundable). Please make cheque payable to "**MIS Training Centre**".

The completed application form should be submitted to:

**Marketing Institute of Singapore
Training Centre
Education Consultant
10 Raeburn Park, Block C,
#01-33/02-33,
Singapore 088702**

