



**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

The **Graduate Diploma in Marketing (GDM)** programme is specially designed for working professionals who wish to pursue a career in marketing. A balanced mix of marketing knowledge will be taught to prepare participants to meet the growing challenges and demands of a marketing career.

Programme Objective

The objective of the GDM programme is to provide a sound understanding of marketing concepts, principles and skills that are essential to achieve organisational objectives and build sustainable competitive advantage. It aims to provide students with the fundamental knowledge on the vital role marketing plays in the success of an organisation, and the skills needed to apply the key marketing concepts to practical business settings in a dynamic environment.

Programme Structure

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

SEMESTER I	GDM 101 Marketing Management	GDM 102 Consumer Behaviour and Marketing Research
SEMESTER II	GDM 103 Marketing Communications	GDM 201 Global Marketing
SEMESTER III	GDM 202 Internet Marketing	GDM 203 Strategic Marketing: Case Analysis

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 GDM programme within three years from the intake he/she is registered in.

Module Outline

GDM 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. On completing the course, students will be able to apply marketing principles in making marketing decisions.

GDM 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 emphasises 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.

GDM 103 MARKETING COMMUNICATIONS

To give students a good understanding of how a business communicates with its markets. The nature, role and principles of the various marketing communications tools will be discussed. On completing the course, students will be able to determine the optimum communications mix, in response to consumer feedback, government actions and environmental changes.

GDM 201 GLOBAL MARKETING

To familiarise students with the different environments of marketing and the problems

associated with global marketing. Students will also examine the strategies of entering the global market and the development of different marketing mix for different markets.

GDM 202 INTERNET MARKETING

To provide students with new frameworks and appropriate tools for analysing marketing problems on the Internet. This course also describes how marketers are using the Internet to manage transaction costs, improve brand image, enhance customer relations and create distribution channels for products and services. It also encourages students to integrate classical marketing knowledge and experience with the Internet environment.

GDM 203 STRATEGIC MARKETING: CASE ANALYSIS

To help develop the skills of students in the qualitative and quantitative analysis of different marketing cases and in the application of marketing theories to real world marketing practices.

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 institute's 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 modules 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)

Funding & Subsidies

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

Award of Diploma

Students who paid all the necessary fees and passed all examinations shall be awarded the **Graduate Diploma in Marketing** and be allowed to use the designatory letters "**Grad Dip M**" 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**



Marketing Institute of Singapore Training Centre

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

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

All information in this brochure is accurate at the time of printing (June 2010). The Marketing Institute of Singapore Training Centre reserves the right to vary the programme structure, curriculum and any of the specific information in this brochure at any time without prior notice.

