

# Sacrifices well worth making

by Joseph Yadao

For Jason Ho, the road to attaining his first degree in 2006 was not always smooth.

Besides having to juggle work and studies, he also had to make some adjustments to his social calendar in order to stay on top of his course.

"I had to sacrifice my leisure time as I had to juggle work, classes, and personal revision sessions," said the 27-year-old pricing and marketing manager at a local telco.

"It wasn't easy trying to excel in both my work and studies."

Twice a week, over the course of a year, Jason religiously attended evening lectures at the Marketing Institute of Singapore (MIS).

There, he brushed up on his knowledge of topics such as relationship marketing, and buyer behaviour and integrated marketing communications.

Looking back, Jason now feels that these are small sacrifices — he graduated with a Bachelor of Arts (Hons) in Marketing Management awarded by the Newcastle Business School, which is part of Northumbria University in the United Kingdom.

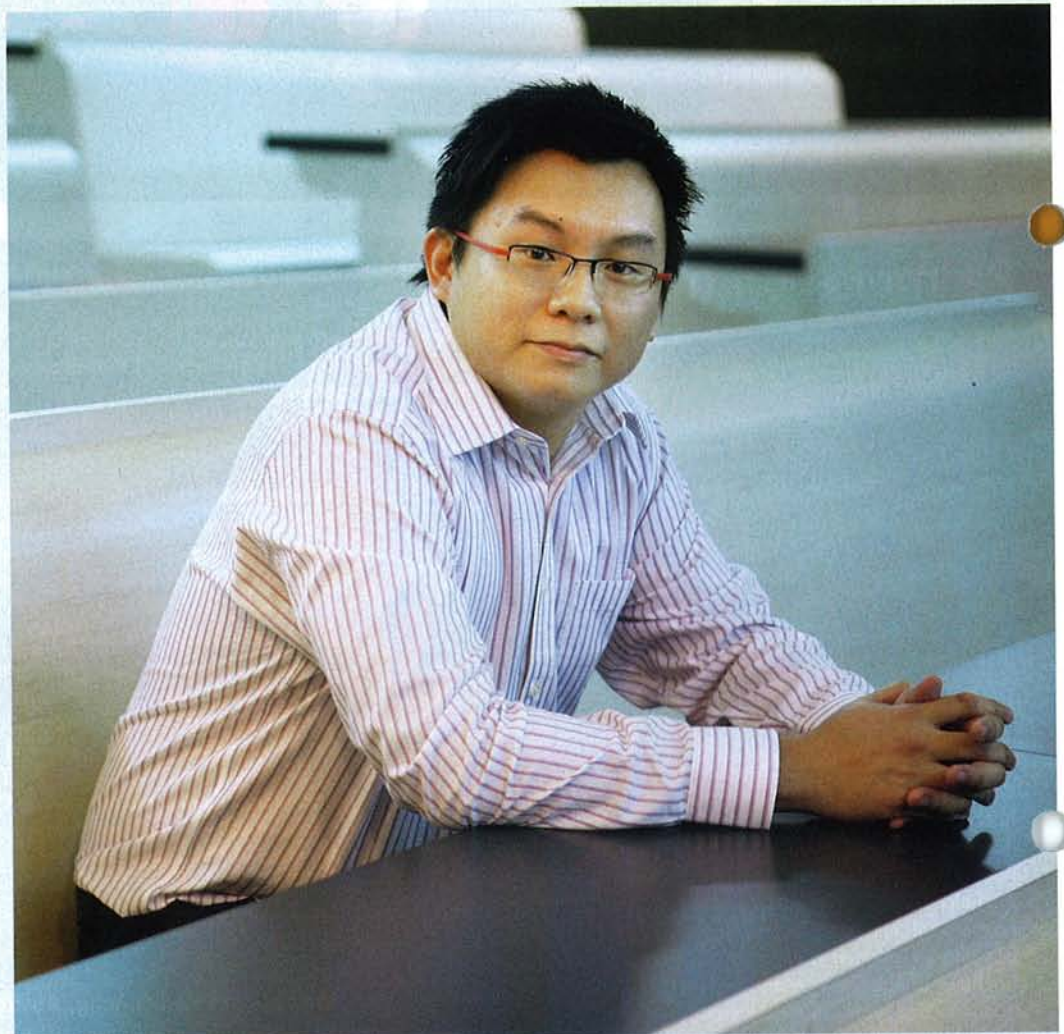
He was also able to take his career to the next level when he ventured into the telecommunications industry and got to "apply what he learnt" and worked on projects at the macro level.

As a pricing and marketing manager, he manages pricing for corporate products targeted at small and medium enterprises.

His passion for the subject and the dedicated lecturers at MIS, he noted, were some of the key factors that helped him stay the course.

Jason said that he had always been intrigued by the field of marketing.

"I love to plan and I love to see why people behave in a certain



way. And marketing is a subject that deals with this," he added.

He also credited his lecturers, especially Dr Khoo Hong Meng and Mr Mickey Hee, for making the lessons come alive.

"They have the knowledge and training to bring the most out of the module — they go beyond powerpoint presentations by bringing current affairs into the classroom," he explained.

He added that it is these little touches that help students stay engaged even

“

**The lecturers have the ability to bring the most out of the module.**

after a long day at work.

And these were also reasons that made Jason go back to MIS.

The same year he received his bachelor's degree, he returned to MIS to pursue a Master of Arts in Marketing, which is also awarded by Northumbria University.

Looking ahead, he doesn't rule out yet another return to MIS, as a marketing lecturer this time.

"I'm looking at the option of teaching, and if I do decide to go into that, I'll pursue my PhD in marketing overseas first."