

Bachelor of Commerce - Marketing and Advertising

marketing institute
of singaporetext / janice goh
photo / ooi boon keongprelude to a
good career

When Cecile Wu was scouting for a degree in 2004, she found her ideal programme in the Bachelor of Commerce offered at the Marketing Institute of Singapore (MIS).

Cecile, 30, wanted a degree that would allow her to further her interest and knowledge in marketing. And for someone who confesses to a dislike for figures, the fact that the course offers a minimal number of finance-related modules was another pull factor.

The degree, awarded by Curtin University of Technology, allows students to choose from seven double majors, including accounting and finance, advertising and marketing, and management and marketing.

She added: "I chose MIS as it is the national professional body for sales and marketing practitioners. Moreover, Curtin University is a reputable school."

The Chinese Australian came to Singapore in 2001 when her parents moved here to work. Armed with a high school certificate, which is the equivalent of the A levels, she initially enrolled in a one-year Diploma in

Information Technology programme, a suggestion made by her father.

However, she found it "extremely boring" and decided that she would prefer to pursue a degree in a field she was interested in.

Cecile is currently in the final year of the two-year programme, majoring in advertising and marketing.

And she is enjoying her classes tremendously. She lists modules such as consumer behaviour and marketing communications as her favourites.

Her interest in marketing was ignited when she worked for two years in the event management and public relations sector in Sydney.

When she graduates in June this year, Cecile has plans to pursue her passion for marketing.

"I enjoy working with people and helping them. I like networking and interacting."

She has high aspirations too. Cecile hopes to get a job with a multinational company (MNC) in the FMCG (fast moving consumer goods) industry when she graduates. She is eyeing companies that will groom and provide her with the opportunity to excel.

"The degree programme is a stepping stone, which will take me far in my career. The lecturers are good. Their years of experience in the related fields mean that they are able to offer practical advice.

"The school projects, which require us to design surveys, collect data, compute and analyse them, give us a taste of what actual work projects are like," she added.

"Also, during project meetings, I usually zoom in on one idea while my group mates explore a couple of options before deciding on a definite project. Realistically, I think this is how most companies function. So, having learnt that helps."

She added that studying at MIS has also given her international exposure, which will come in handy when she joins the workforce.

"The school boasts a diverse culture — with students from different races — and this prepares me for my career in an MNC where I will be working with people from different backgrounds."

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