



Marketing Institute
of Singapore



CONTINUING
EDUCATION



HUMAN CAPITAL
DEVELOPMENT



CONNECTIVITY

**Connecting You to the Largest
Community of Sales and Marketing
Professionals in Singapore**

OUR VISION
Creating Marketers

OUR MISSION
Connecting a Community
of Marketers

WHY MIS

- MIS is the hub for marketers to congregate, network and exchange knowledge with the many insightful industry talks and high-quality networking events it organises.
- MIS won the 'HR Vendors of the Year 2013' award by Human Resources for No. 1 Most Preferred Sales Training Provider, 'Best Corporate Learning & Development Provider' from 2015 to 2018, and won the Gold Award for 'Best Corporate Training Provider 2019' by HRM Asia.
- The flagship Graduate Diploma in Marketing programme was first offered in 1981. Having groomed generations of marketers, it continues to be widely recognised in Singapore as the passport to a career in sales and marketing by numerous discerning executives.



ABOUT THE MARKETING INSTITUTE OF SINGAPORE (MIS)

MIS is a not-for-profit organisation established in 1973 to be the *National Body for Sales and Marketing*. Since then, the Institute has nurtured more than 50,000 students, sales and marketing practitioners through its continuous education and professional executive development programmes. MIS is also the education headquarters for Asia Marketing Federation (AMF) comprising of national marketing associations from the Asia-Pacific region, to be the premier regional body that promotes the interests of marketing in Asia and strengthen the Asian marketing fraternity.

MIS' CORE FUNCTIONS



Membership Services —

Connecting a Community of Marketers

MIS serves as a hub for professionals and organisations in the field of sales and marketing to congregate, network, and exchange knowledge. Becoming a MIS member will move your career forward by connecting you with marketing knowledge, high-quality training, industry insights & trends, exposure to leading-edge thinking and unparalleled peer networking.



Executive Development Services —

Continuous Training, Learning & Development for Professionals and Corporations

Tap onto a comprehensive suite of Executive Development Programmes that caters to the professional development needs of executives & managers to keep abreast with industry trends, knowledge and skills. Topics covered include Sales, Marketing, Communications, Service Excellence, Event Management, Business Management, Human Capital Management, Leadership and Personal Effectiveness.



Continuing Education Services —

Providing a Nurturing Environment for Academic and Personal Excellence

The Institute believes in developing students holistically within a robust academic framework. MIS Training Centre (MISTC), the continuing education arm of MIS, provides quality and holistic education by imparting practical knowledge in different aspects of Sales, Marketing and Business Management, with academic qualifications in Certificates, Diplomas, Bachelor and Master Degrees.



Stay Updated with Latest Marketing/ Business Insights & Trends



Engage & Network with Peers & Industry Leaders



Leverage on Extensive Suite of Learning & Development Courses & Resources to Advance Your Knowledge & Acquire Practical Skills



Get Connected to the Largest Community of Sales & Marketing Professionals in Singapore



Attain quality holistic academic qualifications in Sales, Marketing and Business Management

MIS MEMBERSHIP PRIVILEGES AT A GLANCE:

Benefits & Privileges

- **Connectivity** — Connect with our vast network of business leaders & marketers, establish new business contacts & opportunities through series of networking events
- **Learning & Development** — Harness on a comprehensive suite of Executive Development Programmes to advance your knowledge & acquire practical skills
- **Gain Industry Insights** — Be kept abreast of latest marketing trends & developments from business leaders & industry practitioners through marketing guru talks, seminars/conferences, various programmes & initiatives by MIS
- **Stay Relevant and Updated** — Receive complimentary issues of MIS quarterly magazine *The Singapore Marketer* & monthly *MIS Connect*, which provide latest perspectives, news & updates on innovative marketing strategies, ideas & concepts as well as latest happenings at MIS
- **Professional Titles** — Members shall be entitled to the use of Professional Designatory titles (MMIS/FMIS)

Exclusive Discount Rates

- Preferential Rates for MIS' Events/Talks/Conferences, Executive Development Programmes, Rental of training facilities, and Advertisements on *The Singapore Marketer*
- Merchant Partners' Specials & Discounts



Join as a MIS Member today and get to enjoy all the above benefits!



Becoming a MIS member is more than just joining an institution. It is becoming part of a professional community!

MIS is the one place that connects you to the largest fraternity of sales & marketing professionals. Whether you are an individual looking to expand your network of like-minded peers or an organisation keen to build your employees' knowledge in the dynamic field of marketing, we have the connections to steer you in the right direction. Join as a member today and let MIS Membership help you achieve your personal & professional development goals!

Please note that all applications for MIS Membership are subject to approval. Apply online today! Visit www.mis.org.sg/membership/join for full details.

Some Distinguished Corporate Members of MIS:

- City Developments Ltd
- eXfuz Malaysia Sdn Bhd
- F&N Foods Pte Ltd
- Far East Management Pte Ltd
- Fei Yue Community Services
- Kerry Ingredients (S) Pte Ltd
- Kohler Singapore Pte Ltd
- Mapletree Facilities Services Pte Ltd
- Media Labs Innovation Pte Ltd
- Milliken Asia Pte Ltd
- Mothercare (S) Pte Ltd
- MSD Pharma (Singapore) Pte Ltd
- National Trades Union Congress
- Panasonic Asia Pacific Pte Ltd
- Pico Electronics (S) Pte Ltd
- Republic Polytechnic
- Royal Plaza on Scotts
- SAFRA National Service Association
- Samsung Asia Pte Ltd
- Singapore Press Holdings Ltd
- Singapore Telecommunications Ltd
- Singapore University of Technology and Design
- Sony Electronics Asia Pacific Pte Ltd
- Specialist Dental Group
- The Esplanade Co Ltd
- Thomson Reuters
- Tickled Media Pte Ltd
- Volvo East Asia Pte Ltd

... and more!

CATEGORIES OF MIS MEMBERSHIP AND ELIGIBILITY

CATEGORY	ELIGIBILITY
Corporate (CMIS)	Any company, association or body of persons, corporate or unincorporate, that engages in the practice or teaching of marketing or any allied field or such other entities as approved by the Executive Council.
Ordinary (MMIS)	Any Singaporean, permanent resident with more than 3 years of working or business experience in marketing or any other related business disciplines or has at least a diploma (or equivalent) in marketing or any other related disciplines as determined by MIS.
Fellow (FMIS)	Fellow status is conferred by the Executive Council on Ordinary members who have achieved eminence in the practice of marketing management.
Honorary Fellow FMIS (Hon)	Honorary Fellow status is conferred by the Executive Council on distinguished individuals or individuals who have made significant contributions in the field of marketing. To date, the Institute has conferred Honorary Fellow status on 26 outstanding marketers.



mis
Connect

mis
Executive Development

mis
Marketing Institute
of Singapore
Business School

FOR MEMBERSHIP ENQUIRIES

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