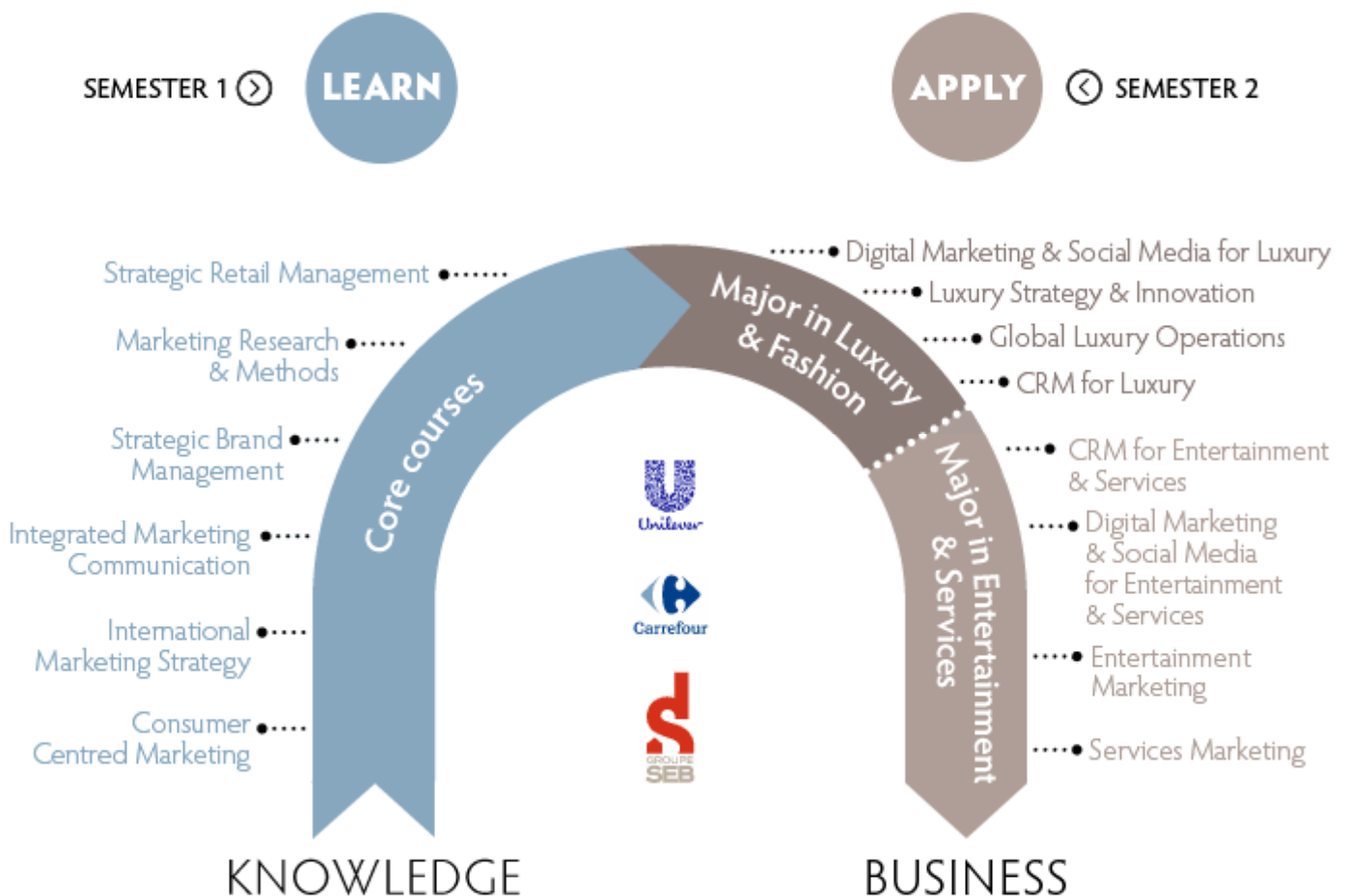




# OVERVIEW

A specialist marketing programme designed for young passionate graduates and professionals seeking top marketing management positions. Through this programme, you will gain advanced knowledge of the marketing discipline and be given the chance to supervise real-time projects through close cooperation with companies. If you have business experience, wish to transition into marketing, or come from business and even engineering backgrounds, then this programme is for you.

## CORPORATE SPONSORS



## LEARNING OUTCOMES

- Mastery in Analysing and Synthesising Marketing Research
- Foster Critical Strategic Marketing thinking
- Perform Marketing Functions (such as Digital, Luxury, Media, Services, Branding, etc.)
- Evaluate, Analyse and Implement KPI's
- Conduct Global Marketing Strategies

# LEARNING PILLS

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[IKEA - Communicate the Difference](#)

[KUSMI TEA - Managing growth](#)

[MENLOOK.COM - Launch a pure player](#)

[Starbucks - Optimise the Processes](#)

[SOMFY - Vision-based innovation](#)

[UNILEVER & CARREFOUR - Logistics & Data Sharing](#)

[GROUPE SEB - Brand Portfolio & Strategy](#)