



**Bachelor of Business  
Administration (Honours)  
Majoring in Digital Marketing**

[www.unirazak.edu.my](http://www.unirazak.edu.my)

Strategic Partner



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**Bank Rakyat School of  
Business, Innovation, Technology  
& Entrepreneurship**  
UNIRAZAK

BRSBITE was formed with the view that entrepreneurial activity is one of the pillars of a strong and vibrant economy. This unique founding school is dedicated to provide quality education in entrepreneurial leadership in Malaysia. Although big business is extremely vital for economic health and prosperity, strong cadre of SMLs and SMEs is also essential to ensure a diverse economy and to provide the required support to large enterprises and the community. BRSBITE recognises the fact that most of wealth accumulation is by starting one's own business, and that great products and services begin with a single idea. Many aspiring entrepreneurs lack the knowledge and skills to convert their

ideas into working solutions and practical businesses. UNIRAZAK's collaborations with its various partners grant its graduates exemptions for various professional certifications. Students are exposed to a variety of learning approaches provided by a team of well qualified and experienced academics and professionals in various areas of entrepreneurship, business and management-related fields.

# Bachelor of Business Administration (Honours) Majoring In Digital Marketing

*(R/345/6/0692) 01/20 (A11203) 12/11*

This program provides students with the knowledge of how new marketing strategies, emerging technologies, and progressive marketing tools are used through digital media networks to communicate effectively with customers and optimize business planning and marketing tactics. It enables students to develop, implement and measure the impact of digital strategies, integrated with business management concepts.

Over the course of this program, students will acquire knowledge of new technologies, gain expertise in the development of marketing strategies to connect with customers and learn how to leverage social media networks for business growth.

UNIRAZAK will train you to be a proficient, highly-skilled professional, capable of demonstrating leadership in an environment of rapid change. With our project-based practical education and paperless digital learning experience, we will prepare you for any challenges and offer exciting opportunities for the rapidly changing global business marketplace.

With a Bachelor of Business Administration (Honours) majoring in Digital Marketing, graduates can aspire to work as a Web Project Manager, E-Commerce Manager, Search Engine Optimization Manager, E-Marketing Manager or Digital Communications Manager.

Individuals may be hired for positions such as social media project leaders, web developers, interactive content specialists, digital communication managers, product managers, socmed managers, consumer behaviour managers and digital designers.



## Career Opportunities

- Web Project Manager
- E-Commerce Manager
- Search Engine Optimization Manager
- E-Marketing Manager
- Digital Communications Manager



# Courses Offered

## MPU COURSES

- Tamadun Islam Tamadun Asia (TITAS) (Local)
- Hubungan Etnik (Local)
- Malaysian Studies (International)
- Bahasa Melayu Komunikasi 2 (International)
- Thinking Skills/Bahasa Kebangsaan A
- Introduction to the Malaysian Constitution
- Co-Curriculum (Professional Event Management/Community Engagement & Volunteering)

## SPECIALISATION COURSES

- Marketing Management
- E-Commerce: Micro-Multinationals
- Social Media Content Marketing
- Pay Per Click Advertising
- Applied Digital Marketing Strategies
- Digital Analytics for Marketing Professionals
- Digital Marketing Channels
- Digital Techniques
- Advanced Production and Operations Management
- Data Mining

## INTERNSHIP

- Industrial Training

## CORE COURSES

- Public Speaking 1
- Public Speaking 2
- Volunteerism and Service Learning
- Entrepreneurship and Innovation
- Corporate Social Policy
- Principles of Management
- Principles of Finance
- Principles of Marketing
- Principles of Microeconomics
- Principles of Macroeconomics
- Organisational Behaviour
- Principles of Accounting
- Management Information Systems
- Financial Management
- Business Mathematics
- Project Management
- Human Resource Management
- Business Law
- Strategic Management
- Business Statistics

## ELECTIVES Choose any Four 12 Credits)

- FinTech and Crowdfunding
- Digital Revolution
- Case Study and Project Management
- Consumer Behaviour & Social Media
- Cost and Management Accounting
- Strategic Entrepreneurship
- Retailing Management
- Negotiation and Conflict Management



*\*Subject to change*

# Admission Requirements

## STPM

A pass with a minimum Grade C (GP 2.0) in any 2 subjects, and a pass in Mathematics and English at SPM level, or any equivalent qualification; OR

## MATRICULATION/FOUNDATION

Matriculation/Foundation qualification with a minimum CGPA of 2.00 out of 4.00, or any equivalent qualification.

## STAM

A pass with a minimum grade of Jayyid, and a pass in Mathematics and English at SPM level; OR

## DIPLOMA/ADVANCED DIPLOMA

Any qualifications equivalent to Diploma or Advanced Diploma (Level 4 or 5, MQF); OR

## INTERNATIONAL

- A minimum score of Band 5.5 in the International English Language Testing System (IELTS)\*; OR
- A minimum score of 46 for an Internet Based Total (iBFT) for the Test of English as a Foreign Language (TOEFL)\*; OR
- A minimum score of 160 in Linguaskill Test; OR
- A minimum score of 51 in Pearson Test of English (PTE); OR
- A minimum score of 160 in Cambridge English Qualifications and Tests; OR
- Band 3 in Malaysian University English Test (MUET); OR
- Successful attainment of B2 (160) in CEFR aligned exams by Cambridge English Qualification conducted by the Centre for Continuing Education (CCE) within 24 months from the date of entry with conditional offer letter

### *Note:*

The requirement to pass Mathematics and English subjects at SPM level for candidate in category (i) and (ii) can be waived should the qualifications contain Mathematics and English subjects with equivalent/ higher achievement.

# Study at an Award-winning University

*in the heart of a global city*



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