

SCHOOL OF BUSINESS MANAGEMENT

Why Business?

- Grasp exciting opportunities galore in the dynamic world of business.
- Learn to turn bright ideas into enterprising projects.
- Get great exposure to different cultural and business environments.

Why choose SBM?

- Run actual businesses on campus for a whole semester through our unique Teaching Enterprise Project (TEP).
- Be trained to think beyond textbook principles and cultivate an entrepreneurial mindset.
- Gain the experience of a lifetime through our Overseas Student Exchange Programme, where you'll get to study in Austria, France, Germany, Ireland, Finland, the Netherlands, Switzerland, USA, Japan and South Korea.
- Take part in our Overseas Educational Study Tours, where you'll get to visit companies and universities in countries like Japan, South Korea, China, Vietnam and Indonesia to better understand different business environments and cultures.
- Gain valuable work exposure through our Overseas Industry Placement Programme, where you can undergo internships at companies like the Walt Disney World in Orlando, USA, and the Song Be Golf Resort in Vietnam.

Minimum Entry Requirements

- English Language
- Elementary or Additional Mathematics
- Any two other subjects for Food & Beverage Business
Any three other subjects for the remaining courses

Grade 1 - 6
Grade 1 - 6
Grade 1 - 6

Enquiry Hotline

Please contact us at **6550 1000** or visit www.nyp.edu.sg/sbm for more information.

INVEST IN YOUR FUTURE

Sharpen your communication skills and ability to think out of the box. At NYP's School of Business Management (SBM), we don't just produce graduates. We nurture enterprising and innovative individuals equipped with excellent interpersonal skills and a global mindset.

Providing you with a broad-based business education as well as a good level of specialisation in selected modules, SBM offers nine exciting diploma courses to cater to your specific interests.

Industry-linked

At SBM's Centre for Business Innovation, you will acquire practical business knowledge from working on industry projects for renowned organisations. These include:

- Canon Singapore
- DBS Bank
- Health Sciences Authority
- Inland Revenue Authority of Singapore
- M1 Limited
- SingTel
- Singapore Post Pte Ltd
- Singapore Sports Council
- Singapore Tourism Board
- Watsons
- United Overseas Bank



JAE CODE:

C99

DIPLOMA IN **MARKETING**

Specialisations in Public Relations & Marketing Management **NEW!**

Marketing is the cornerstone of all businesses and industries. NYP's Diploma in Marketing will help to nurture you into a flexible yet highly valued public relations specialist or marketing professional.

With the re-launch of the Diploma in Marketing, you will have the flexibility to select from two practical yet exciting specialisations – **Public Relations** or **Marketing Management**. Both specialisations will allow you to master the same fundamental skills in core areas like marketing communications and research. Each specialisation will hone your skills in specific areas that you are most interested in.

"Pursuing the Diploma in Marketing course in NYP has definitely opened my eyes to the business world. This is a dynamic course that provides me with plenty of opportunities to discover more about marketing and my aspiration is to become a marketing professional in the future. It has also allowed me to be granted a scholarship to take on a double degree in Business Management and Accountancy at the Singapore Management University."

Connie Ho

Diploma in Marketing
Class of 2011

Undergraduate
Bachelor of Business Management
and Bachelor of Accountancy
Singapore Management University



This fits me to a T!

This is the course for you, if you're:

- Creative and you are intrigued by the world of branding and advertising
- Wondering how consumer insights are applied to consumer psychology and brand experiences
- Passionate about transforming business concepts and ideas into unique value propositions
- Highly driven and will enjoy a career that is neither too predictable nor mundane

What will I learn?

Public Relations (PR)

- You will be trained as a Public Relations specialist and trained in critical areas like Journalism, Corporate Communications, and PR Campaign Planning, which will allow you to take on a career in the exciting public relations field.

Marketing Management

- You will be trained as a marketing expert and trained in critical areas like Brand Management, Advertising and Promotions, which will allow you to advance your interest in the diverse fields of marketing.

I want a great career!

As a public relations specialist, you can forge stellar careers as:

- Corporate Communications Executive
- Journalist
- Public Affairs Executive
- PR Event Manager
- PR Agency Account Manager

As a marketing specialist, you can excel in positions such as:

- Marketing Executive
- Advertising & Promotions Executive
- Product Specialist
- Brand Development Executive
- Ad Agency Account Manager

Uni, here I come!

Be recognised by professional bodies and further your studies with advanced standing at reputable local and overseas universities, including:

Singapore

- National University of Singapore
- Nanyang Technological University
- Singapore Management University

Australia

- RMIT University
- University of New South Wales

Europe

- University of London

