



Curtin Mauritius



BACHELOR OF COMMERCE MARKETING

(SINGLE MAJOR)

ABOUT THE DEGREE

Have you ever wondered what makes people choose certain brands over others? Marketing is one of the most important functions in a successful business. To gain an advantage, companies must differentiate themselves from their competitors. They need to work out how they may persuade their target audience to buy their products or services.

Marketing suits those who wonder what makes people think and behave the way they do, enjoy working with other people and in teams, have strong organisational skills and want a career that is interesting and diverse. Roles may be in market research, product management, marketing communications, brand strategy, fundraising, and on-line marketing in areas such as developing on-line strategy, search engine optimisation, and social media and networking.

This major provides you with an understanding of the role Marketing plays in creating customer value. You will have the chance to explore matters such as international and internet marketing, retail and services marketing, research, product, pricing and promotion strategies, and consumer behaviour.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore, Malaysia and Colombo. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU 2024) and has received a five star plus rating in the QS Stars University Ranking 2025.

The university is ranked below 100 worldwide in the following 7 areas:

Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.

Make tomorrow better.



For more information, please visit:
curtinmauritius.ac.mu



COURSE ESSENTIALS

BACHELOR OF COMMERCE MARKETING (SINGLE MAJOR)

Course entry requirements

- Satisfy the minimum academic entry requirements and
- Meet the minimum English competency level.

Experience in the field for the purposes of Credit for Recognised Learning (CRL) will be assessed on an individual basis.

Foundation Program

Candidates who do not meet all entry requirements can enrol in the Foundation Program in order to gain admission to the Bachelor degree

Duration

The programme is run over three years (six semesters)

Intake

February and July

Application procedures

Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:

- Copies of educational qualifications
- Two passport - size photographs
- Copy of National Identity Card and Birth Certificate

(The originals of the above documents are needed for certification purposes)

COURSE STRUCTURE (24 UNITS)

YEAR 1 Semester 1		UNIT CODE
Markets and Legal Frameworks		BLAW1002
Communication, Culture and Indigenous Perspectives Business	in	MGMT1002
Financial Decision Making		ACCT1002
Analytics for Decision Making		ECOM1000
YEAR 1 Semester 2		
Strategic Career Design		MGMT1003
Discovering Marketing		MKTG1000
Managing Social Media Platforms		MKTG2006
Select one elective unit		
YEAR 2 Semester 1		
Consumer Behaviour		MKTG2004
Marketing Across Borders		MKTG2002
Select one elective unit		
Select one elective unit		
YEAR 2 Semester 2		
Digital Marketing and E-Commerce		MKTG3003
Marketing Intelligence		MKTG2005
Select one elective unit		
Select one elective unit		
YEAR 3 Semester 1		
Services Marketing		MKTG3006
Creating Content and Marketing Briefs		MKTG3010
Select one elective unit		
Select one elective unit		
YEAR 3 Semester 2		
Strategic Marketing		MKTG3004
Select one elective unit		
Business Internship		MKTG3009
Enhancing your Business Mind		MGMT3029

For more information:

curtinmauritius.ac.mu

PLEASE CONTACT THE FUTURE STUDENTS CENTRE

study@curtinmauritius.ac.mu

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Disclaimer: Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/ or to vary arrangements for any programme

Cohorts will only commence if numbers reach the minimum number of students required.

Course Structure Disclaimer: Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

Note: To qualify for a degree. 600 Credits (or 24 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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