



**BACHELOR OF BUSINESS
(MARKETING)**
COURSE BROCHURE

Bachelor of Business (Marketing)

The Bachelor of Business in Marketing offered by Cyryx College is a course designed to create trained and effective marketing officers in various industries. Marketing plays a pivotal role in the fulfilment of the firm's strategic objectives. It is a broad discipline that interacts with diverse areas of business. Therefore, the course is designed to provide students with the understanding of the application of marketing concepts and theories.

Also, it will help build students' cognition of strategic marketing, pricing, product management, distribution and other indispensable marketing rationales. Lecturers in the field will cover topics such as consumer behavior, marketing communications budget, services marketing, logistics & supply chain management and sales management. After the completion of the course, students will be confident to take a marketing plan from concept to implementation and re-engineer the service offering towards a more market driven approach.

ENTRY CRITERIA

Successful Completion of Higher Secondary Education OR

Attainment of a Level 4 qualification in a related field OR

Attainment of a Level 4 Foundation Study Program approved for the specific Diploma program.

Completion of a Level 4 qualification (unrelated), and successful completion of an Cyryx University Preparation Program OR
20 years old, completion of secondary school, 2 years of relevant work experience, and successful completion of an Cyryx University Preparation Program

DURATION: 3 YEARS

CAREER OPPORTUNITIES

- Advertising Account Executive
- Communications Manager
- Advertising Art Director
- Market Researcher
- Marketing Executive
- Brand Manager

YEAR 1

- Principles of Management & Administration
- Financial Accounting
- Corporate Communication
- Management Information System
- Managerial Economics
- Business Law
- Statistics for Business
- Strategic Management
- Entrepreneurship-

YEAR 2

- Marketing Management
- Human Resource Management
- Financial Management
- Leadership and Life skills
- Research Methodologies
- Consumer Behaviour
- Tourism and Hospitality Management
- Marketing Communications Budget
- Project - I

YEAR 3

- Services Marketing
- Logistics & Supply Chain Management
- Business Ethics & Corporate Governance
- Organizational Behaviour
- Productions & Operations Management
- Fundamentals of the Constitution
- Product & Sales Management
- Project II



CONTACT US

HOTLINE: 9995870

Cyryx College (Machangolhi Campus)
Ma. Rasmathige, Kenery Magu
Tel: 3328396 / 3320004

Cyryx College (Galolhu Campus)
G. Light Sky, Bodurasgefaanu Magu
Tel: 3314620 / 3005872

Email: info@cyryxcollege.edu.mv
Website: www.cyryxcollege.edu.mv



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info@cyryxcollege.edu.mv





CYRYX COLLEGE, KENEREE MAGU, 20193, TEL : + 960 3328396

CYRYX COLLEGE, BODURASGEFAANU MAGU, 20141, TEL : + 960 3314620

WWW.CYRYXCOLLEGE.EDU.MV



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