

Raffles

Design • Business • Merchandising • Psychology

Advanced Diploma in Marketing

Available in: Cambodia, Mongolia, Thailand

Intake: January, April, July, October

Website: www.Raffles-IAO.com

6-month Diploma in Business Studies

- Academic Research and Communication Skills
- Marketing Foundation
- Digital Presentation
- Human Resource Management
- Financial Management
- Business Statistics 1: Descriptive Statistics and Probability
- Business Statistics 2: Inferential Statistics
- Operation Service Design and Management 1

12-month Advanced Diploma in Marketing

- Consumer Behaviour
- Strategic Planning
- Business Portfolio
- Market Research
- Advertising and Public Relations
- Digital Marketing
- Introduction to Brand Management
- Diversity in Global Marketing
- Strategic Marketing
- Operation Service Design and Management 2
- Team Building
- Business Analytics
- Sensorial Marketing
- Service & Retail Marketing
- Sales and Business Skills
- Contemporary Issues in Business & Management

Note: Curricula are subject to change.