



Diverse Fields of **Management & Marketing**

Gain Knowledge With **Broad Applications**

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What is **Management** and **Marketing?**

Areas of Interest

You will find that Management and Marketing strategies are used widely, and have gained significant traction in varied sectors from manufacturing to services. It involves creating value for a product or service and communicating to the right target segment effectively. Consumer trends move at a heightened pace, and therefore it is imperative that research and data analysis on pricing, methods of promotion, location, logistics and human resources are being conducted consistently.

Business courses, such as management and marketing, are some of the most popular worldwide. One reason for the popularity of these programmes is the extensive appeal in the corporate world and adaptability in various areas of business.



Career Prospects



Here are some of the career options to choose from after you've graduated in Marketing and Management:

- **Emergency Management Director**
- **Marketing Manager**
- **Product Manager**
- **Social Media Executive**
- **Public Relations Executive**
- **Marketing Consultant**
- **Brand Executive**
- **Business Development Executive**
- **Bank Executive**

A hand holding a black pen is positioned over a document. The document contains some text, including the words 'Documenta Retinenda' and 'Company Name'. A teal vertical bar is on the right side of the image.

The World of Management & Marketing

Business/Management •
Marketing •

Business/Management



- Technology today has helped managers have seamless communication with their team members, whether they're working from home, another country, or in the same building.
- The use of Artificial Intelligence can take over redundant tasks to improve the company's efficiency.
- With innovative technology being introduced every day, professional managers must step up to implement these technologies to aid in the company's business.
- Now that we are in 2020 and Baby Boomers who are born between 1946 – 1964 look to retirement, millennials born from 1981 to 1996 will be taking on managerial roles. The new generation will undoubtedly play a role in shaping a new workforce as they favour flexible working hours and team-building workshops over traditional working methods.
- Thus, training workshops and strategies have to be conducted to prepare them for the responsibility of management.

Source: [cmswire.com/digital-workplace](https://www.cmswire.com/digital-workplace)

Marketing



In a modernised era that has grown accustomed to the use of technology, the marketing and advertising industry has turned digital as well. Here's a look at how the digital economy has grown over the years:

- Mobile internet advertising is the fastest growing medium in the global ad market. Advertising expenditure went up to \$71.8 billion in 2015 and most likely hit more than \$247 billion by 2020.
- Overall spend on digital advertising has increased from \$161 billion in 2015 to \$283 billion in 2018 and is estimated to reach \$335 billion in 2020.
- Worldwide digital ad spending has increased by 17.6% to \$333.25 billion this year. It is the first time digital spend has accounted for nearly half the global ad market.
- This digital shift has led to an increased demand for Digital Executives, Managers, and Marketers capable of using their skills to connect with a global audience.

Source: www.statista.com

A glowing lightbulb is the central focus, set against a background of a candlestick chart. The lightbulb is illuminated from within, casting a warm, golden glow. The candlestick chart is composed of numerous vertical lines with small horizontal bars at their ends, representing price movements. The overall scene is set against a light-colored, grid-like background.

The Future of Marketing

Voice Technology •
Augmented Reality or •
Virtual Reality Marketing



Voice Technology

Many experts believe voice technology to be the next big thing for advertisers, as personalised marketing is starting to break into a trend. Findings by Comscore suggest that **50%** of all searches by 2020 will be by voice.

Source: www.comscore.com

Augmented Reality/ Virtual Reality Marketing



Through AR and VR, brands can engage through an interactive platform to sell their products or services. Imagine trying on a VR-screened dress without having to leave your house. It has the potential to form a whole new level in the marketing industry, with these facts predicting a major shift:

- Recent studies show that the global AR Ad Revenue is expected to go beyond \$2 billion by 2022.
- The installed base of VR headsets is estimated to surge up to \$37 million by 2020.
- The market size for AR/VR would be worth \$192.7 billion by 2022.

Source: citrusbits.com

The Future of Management



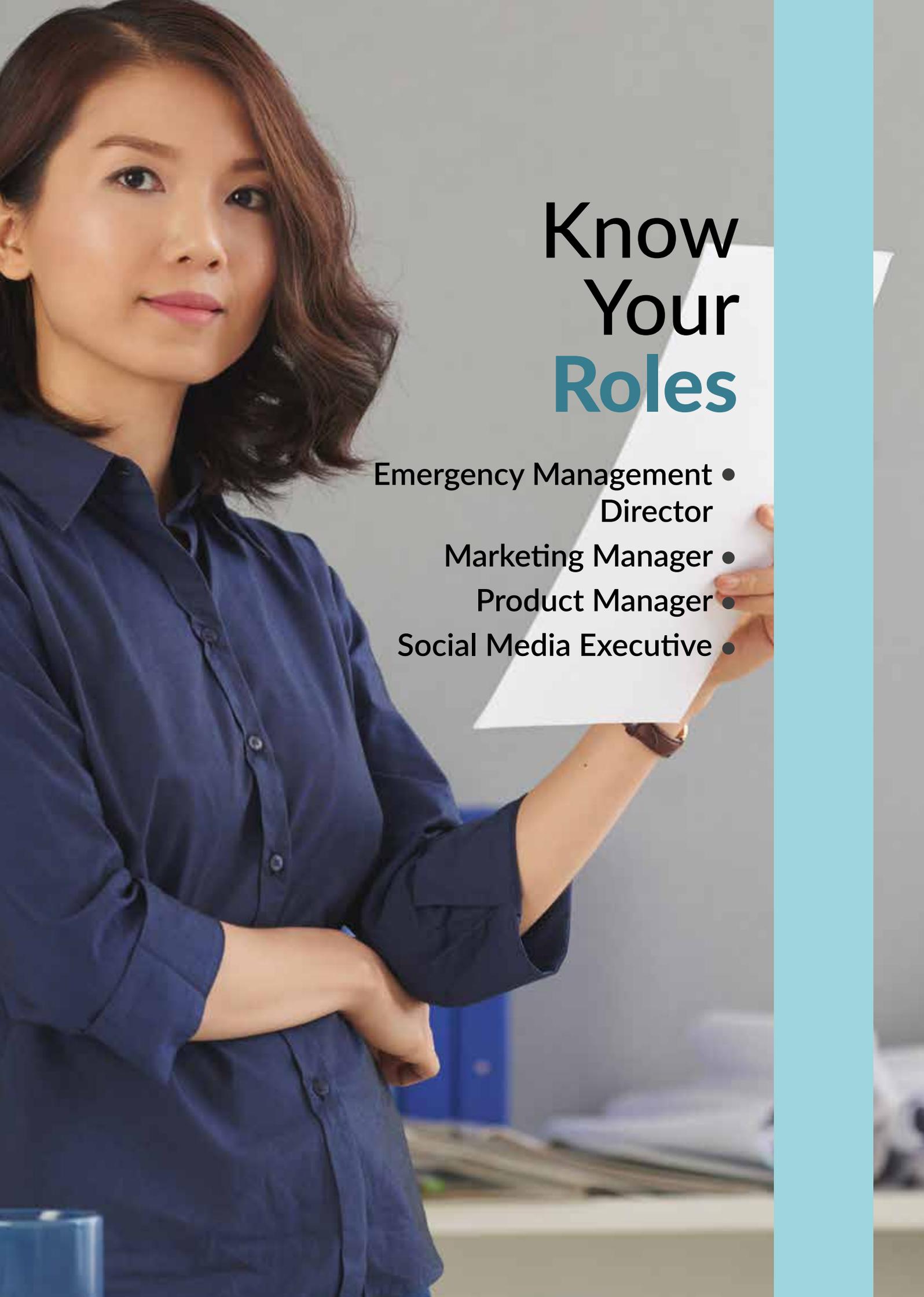
The Future of Management



In the future, the work landscape will have shifted to include artificial intelligence, new technology and more. By then, 50% of our jobs today will not exist. To keep up with this wave, managers need to implement technology management skills in their forte as well.

- Managers will need to be comfortable with embracing new technology developments.
- In a job market that consists of millennials, managers will have to shift their managing style that encourages personal development and bonding amongst team members.
- Managers will need to be adept at handling problem-solving while balancing soft skills and transparent communication.

Source: [digitaltrends.com](https://www.digitaltrends.com)



Know Your Roles

- Emergency Management •
Director
- Marketing Manager •
- Product Manager •
- Social Media Executive •

Emergency Management Director



Emergency management directors prepare plans and procedures for responding to natural disasters and emergencies. They also help lead the response during and after emergencies, coordinate with public safety officials, elected officials, nonprofit organisations, and government agencies.

A man with dark hair, a goatee, and glasses, wearing a white dress shirt and a black tie, is looking upwards and to the right with a thoughtful expression. He is positioned in the foreground, slightly to the left. The background is a chalkboard covered in colorful, hand-drawn diagrams and text. The diagrams include arrows, boxes, and circles, with words like 'SUCCESS', 'VISION', 'INNOVATION', and 'RESEARCH' written on it. There are also some HTML-like tags such as '<HTML>', '<HEAD>', '<TITLE>', and '<BODY>' written in different colors. The overall scene suggests a creative and strategic environment.

Marketing Manager

Marketing managers work in advertising and promotions and plan a strategy to generate public interest in products or services. They work with art directors, sales agents, and financial staff members.

Product Manager



Product managers are in charge of developing the product and execute the concept to a solid idea. They usually work with designers, salespeople, market researchers and marketing managers to ensure the product gets recognition and attention.

Social Media Executive



Social media execs wear many hats. They plan, strategise, and curate content for social media platforms based on each client's need. They also need to analyse the highest-performing campaign and optimise it for higher traffic.

Marketing & Management Is An Option If..

01 You love engaging with people

Many things that you will do in the marketing and management field involves engagement with people. You will need to interact with your team members, build trust with stakeholders, and grow the company's brand. So if you love interacting with people in the office all day, the Marketing field is right up your alley.



02 You want to explore opportunities in various industries

Just like how every business needs an accountant to keep track of financial records, marketers and managers are needed in every company. They contribute to the company's direction, build brand recognition, convey the value of products or services and put together a great team to achieve company goals.

03 You love setting and spotting trends

If you love following trendy stuff online and find yourself re-posting popular memes, you might be the right fit for Marketing. Marketers are always on the lookout for the latest trends that they can leverage on and launch new marketing campaigns.



04 Acquire problem-solving skills

At work, problems arise all the time, and things often do not work out as planned. As a manager, you need to be prepared with a solution to the problem. Whether it's resolving internal conflict or ensuring an efficient workflow process, managers need to be sharp and resourceful to provide a solution.

What's In The Management & Marketing Programmes?

Some of the subjects you will study in a Marketing or Management course include:

- Principles of Marketing
- Business Law
- Consumer Behaviour
- Marketing Research
- Integrated Marketing Communications
- Services Marketing
- Corporate Communications
- Human Resource
- Management Consulting

Study Marketing & Management at **Nilai University**

Find out more:
<http://apply.nilai.edu.my/management-marketing/>



Nilai University offers a Management & Marketing programme that combines multidisciplinary principles of each sector to provide a well-rounded academic learning experience for the student.

Find out more:

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We are open daily
(9:00 am - 5:00 pm)
Closed on Public Holidays

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Watch the video
Management &
Marketing