



MARKETING  
INSTITUTE OF  
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Training Centre

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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE PARTNERS  
UNIVERSITY OF THE WEST OF ENGLAND  
To Offer Four New Undergraduate and Post-graduate Programmes**

**Singapore, 10 April 2012** – The Marketing Institute of Singapore Training Centre (MISTC) is partnering with University of the West of England (UWE) to launch four new programmes – the Bachelor of Arts (Hons) in Marketing, Bachelor of Arts (Hons) in International Business, Bachelor of Arts (Hons) in Tourism Management and the Master of Science in International Management – from April 2012.

The undergraduate and postgraduate degrees will be awarded by the UWE and offered at MISTC on both full-time and part-time bases. The delivery of both programmes is the same as in UK in terms of course content, materials and assessment procedures.

Designed to equip students with relevant marketing and business knowledge and skills, the Bachelor of Arts (Hons) in Marketing will allow them to make an early and developing contribution in a range of organisational roles and acquire a further basis for life-long learning.

The Bachelor of Arts (Hons) in International Business aims to provide students with a comprehensive and current business education, with particular focus on developing among them cross-cultural understanding and international business awareness.

The Bachelor of Arts (Hons) in Tourism Management enables students to develop knowledge of major concepts and issues in tourism and its management, together with a range of transferable skills including communication, critical thinking and problem-solving.

As for the Master of Science in International Management, it is designed to equip students with an advanced understanding of concepts, and current and pervasive issues in international business and management. The programme is expected to develop the analytical and research skills needed to make reasoned and creative contributions to improve business and management practice.

UWE is one of Britain's largest and most popular universities with around 30,000 students. As the largest provider of higher education in the South West of England, the university was recently ranked 61<sup>st</sup> in *The Sunday Times University Guide 2012*. Over a third of its research was rated world-leading or internationally excellent at the Research Assessment Exercise (RAE) 2008.

"We are pleased to partner with the UWE, which has a stellar reputation as a university grounded in its academic and research work. We are also excited to add to our stable of programmes UWE's undergraduate and post-graduate programmes, and are confident that potential students will have much to benefit from the increasingly popular marketing, international business and tourism management specialisations," said Mr Tok Lim Hoe, President of the Marketing Institute of Singapore Training Centre.

"The Faculty of Business and Law at UWE has, over the last 25 years, entered into carefully-chosen and long-standing relationships with educational institutions and universities across the globe. UWE is a partnership university which is proud to be working with the Marketing Institute of Singapore Training Centre - an established college with a track record of providing quality education. MISTC shares our belief in giving students the best possible educational experience to realise their potential," said Dr Jane Harrington, Pro Vice-Chancellor and Executive Dean of the Faculty of Business and Law, UWE Bristol.

With their first intake scheduled for 30 April 2012, the four programmes are expected to attract interests from both full-time and part-time students looking to gain a competitive advantage in the marketplace with an accredited and internationally-renowned degree from the prestigious UK University.

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#### **About the Marketing Institute of Singapore Training Centre**

The Marketing Institute of Singapore Training Centre is the training arm of the Marketing Institute of Singapore (MIS), the National Body for Sales and Marketing. Since 1973, the Institute has nurtured more than 40,000 students, sales and marketing practitioners and provided networking opportunities for thousands of its members. For more information of the Institute please visit [www.mis.edu.sg](http://www.mis.edu.sg).

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