



MARKETING
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For Immediate Release

**MARKETING INSTITUTE OF SINGAPORE TRAINING CENTRE PARTNERS
UNIVERSITY OF BUCKINGHAM TO OFFER THREE NEW PROGRAMMES
Bachelor of Science in Business Management, Master of Business Administration and Master of
Science in International Marketing Management**

Singapore, 27 June 2011 –The Marketing Institute of Singapore Training Centre (MISTC) is forming a partnership with the University of Buckingham, UK, to launch three new programmes – a Bachelor of Science (Hons) in Business and Management, a Master of Business Administration and a Master of Science in International Marketing Management – in September 2011.

The degrees will be offered as full-time and part-time programmes. The delivery and award of all programmes will be the same as in the University of Buckingham, UK, with the same course content, contact hours and examination procedures.

The Bachelor of Science (Hons) in Business and Management is designed to develop skills in solving business problems that are transferable organisationally and internationally across business environments.

The Master of Business Administration curriculum is designed to prepare managers for senior managerial positions, helping to ensure success and marketability in an ever evolving job market. MBA students will study the theory and application of business and management principles, equipping students with knowledge that can be applied to a variety of real world business situations or in further research.

The Master of Science in International Marketing Management is designed to create an opportunity for students to enter international marketing management positions in companies and / or develop international entrepreneurial skills. This programme provides an in-depth study of the knowledge and skills needed to be successful in developing business internationally with a global perspective.

The University of Buckingham is the only independent university in the UK with a Royal Charter. It was recently ranked 1st for graduate prospects in *The Times Good University Guide 2012* and 15th in Business and Management Studies in the UK in *The Guardian University Guide 2012*. It was also ranked the 20th best university out of more than 110 institutions in the UK by *The Independent*, in association with its *Complete University Guide 2010-11*.

The UK University has been ranked 1st in student satisfaction in the National Student Survey for five consecutive years from 2006 to 2010.

“With the high ranking it enjoys among universities internationally and its pristine reputation in student satisfaction, the University of Buckingham is a choice partner for the Marketing Institute of Singapore Training Centre. Combined with the excellent and proven quality of our administration as well as student services, MISTC is confident of ensuring that all the programmes will be offered to the highest standards with a balance of academic theory and real world experience,” said Mr Jeffrey Gomez, Executive Director of the Marketing Institute of Singapore Training Centre.

“The University of Buckingham welcomes the collaboration with the Marketing Institute of Singapore Training Centre, with its impressive track record of delivering high quality courses in the thriving business environment of Singapore. As they have a shared interest in providing personalised educational provision to high standards our two institutions are ideal partners,” said Dr Frances Robinson, Director of Collaborations at the University of Buckingham.

With the first intakes scheduled for September 2011, the three programmes are expected to attract interest from both full-time and part-time students seeking to gain a competitive advantage in the marketplace with an accredited and internationally-renowned degree from a 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.

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