



Malawi College of Accountancy

Bachelor of Marketing & Public Relations

Malawi College of Accountancy is pleased to inform Parents, Guardians, Employers, Business People and School Leavers that they will be launching a Bachelor Degree in Marketing and Public Relations.

The Programme

The Bachelor Degree in Marketing and Public Relations is an undergraduate Degree that aims to equip candidates with understanding of fundamental marketing and public relations principles to be able to apply them to organizations in the private, public as well as Not-For-Profit sectors.

As compared to other similar programmes that other colleges and universities are offering, the Bachelor of Marketing and Public Relations will combine much of the taught theory whilst at the same time relating that theory to the ever-changing market environment so as to effectively equip the professionals with knowledge that will transform their organizations.

The programme strives to prepare students to be inquisitive about the market environment, adventurous in understanding risk and adaptable to new market challenges and opportunities.

By the end of the programme, graduates will be able to provide added value to their organizations and consumers with creativity, innovation, knowledge and leadership.

Duration

The Course Duration is for 4 (Four) Years

Who is the Programme for?

- ✓ Individuals who wish to acquire Marketing & Public Relations Skills
- ✓ Marketing and PR practitioners who want to sharpen marketing and PR Skills
- ✓ Managers of Small Business

Admission Requirements

The applicants for admission into the undergraduate program will be subject to screening program on the academic achievement obtained at the secondary school level as follows:

- i) A Full MSCE with at most 6 credits including: Mathematics, English and any two Business studies or Science subjects.
- ii) GCSE – A –Level, One A level pass
- iii) Mature Entry - MSCE or its equivalent and a Diploma plus 2 years post qualification experience in a Business Environment.

Mode of Delivery

The programme is offered on:

- ✓ Full Time
- ✓ Block Release

Modules/Subjects

Year 1	Year 2	Year 3	Year 4
Semester 1	Semester 1	Semester 1	Semester 1
Business Environment	Marketing Research	Measuring Marketing Performance	Reputation Management
Management & Organizational Behaviour	Principles of Marketing	Value-Based Marketing	Strategic Planning for Public Relations
Financial Accounting	Public Relations	Managing Innovation	Strategic Marketing: Planning and Control
Business Communication	Marketing Communications	Intercultural Communication in Contexts	Digital Branding
Introduction to Business Mathematics	Relationship and Stakeholder Marketing	International Marketing Strategy	Research Project Proposal
Semester 2	Semester 2	Semester 2	Semester 2
Business Law	Understanding and Managing Consumers	Digital Marketing	Contemporary Issues in Marketing and Consumer Behaviour
Information Technology	Consumer Insight	Business Research Methodology	Dissertation
Entrepreneurship Fundamentals	Marketing Planning	Public Relations Management	
Micro Economics	Project Management in Marketing	Retailing Management	
Introduction to Cost Accounting	The Art of Public Speaking	Strategic Marketing Decisions	

Programme Outcomes

Upon successful completion of the Degree Programme, the student should be able to:

- ✓ Demonstrate a thorough understanding of the Principles and Practice of Marketing and Public Relations
- ✓ Demonstrate competence in Digital Marketing and Social Media marketing
- ✓ Implementation of Marketing or PR Business Ventures

Career Opportunities

On completion of this programme, Graduates can aspire to the following positions:

- ✓ Marketing Manager
- ✓ Business Development Managers
- ✓ Public Relations Managers/Officers
- ✓ Customer Consultant

MCA 'A Class Apart'