

# Marketing students explore professional routes

**THE** Bachelor of Sciences in Marketing students of Sunway University Business School (SUBS) recently organised its inaugural "Marketing Day: Student Professional Pathway".

The event provides a platform to encourage students to develop their interpersonal skills through practical application and gain experience through activities beyond the traditional approach.

At the event, an exhibition and games stations allowed students to apply what they had learnt in their marketing programme into hands-on activities.

Games such as Aim for Sales, Marketing Pong, Tic-Tac-Toe, Remembering Brands and The Cup Game required students to use their knowledge and skills in marketing to win prizes.

The exhibitors came from five different sectors, namely service provider - Astro

and Flexiroam; communications — Leaderonomics and WOBB; branding — Light Up 7 and M&C Saatchi; retailing — Padini and Oh Sebenar; and sales — Tan Chong Group and Wipro Unza.

Project chairman Nadhirah Hamzah said: "Through these activities, we hope to help students find their interest in the field and let them know that they could do a lot more, such as designing, advertising, media planning and managing social media, with their marketing degree beyond just marketing and sales."

The job and internship opportunities offered by exhibitors provided students insights on their future career paths.

A CV clinic was set up and students could consult WOBB marketing team representatives on their cover letter, resume and curriculum vitae.

A photography corner with makeup

services was provided for students to take professional photos for their resume.

Co-project chairman Mohamed Janaan said: "The CV Clinic is set up to help students with their cover letters, resumes, CVs, and the necessary documents required when applying for an internship or a job.

"And exhibitors were happy to share with the students the industry standards and what the industry expects from a marketing graduate."

Present to officiate the event was Sunway Education Group and Sunway University senior executive director Dr Elizabeth Lee.

Also present were Super Memory Map Education Group executive chairman Dr Lim Teck Ting, Sunway University vice-chancellor Professor Graeme Wilkinson, SUBS dean Professor Steve Williams, and senior lecturer and programme leader Dr Izzan Idris.



*Students consulting employers and employers answering students' enquiries.*

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