

# MARKETING

*Bachelor of Science in Business Administration in Marketing*



**BE DRIVEN  
BY SUCCESS.**

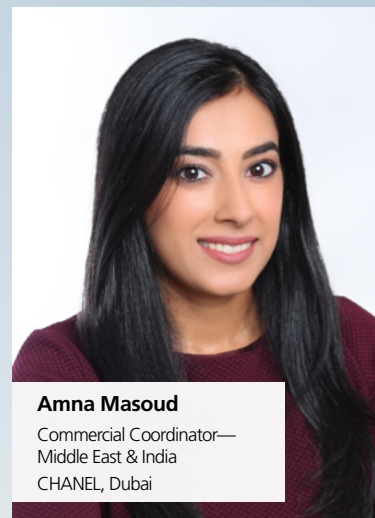
AUS marketing alumna Amna Masoud has put her business degree to work, combining her passions for the beauty industry and marketing in her role with global luxury brands Make Up For Ever and CHANEL.

After graduating from AUS, Amna worked for Make Up For Ever, part of Middle East luxury retail giant Chalhoub Group. She was later headhunted for a role with CHANEL Middle East's beauty and fragrance division. Today, Amna uses her marketing skills to impact CHANEL's success as a leading brand in the region.

Become a **#proud\_AUSeR** like Amna.



During my time at AUS, I made it a priority to get involved in SBA's student organizations. As President of the Dean's Business Team I developed leadership skills such as teamwork, delegation and cross-collaboration. These soft skills helped to build my confidence when entering the corporate world.



**Amna Masoud**  
Commercial Coordinator—  
Middle East & India  
CHANEL, Dubai





# Course information

With a **BSBA in Marketing from AUS** you will learn:

- how and why consumers behave the way they do
- how social-media and eMarketing really work
- the principles of product- and services-driven marketing
- how to create effective marketing strategies

## Where will this take me?



careers

A **BSBA in Marketing from AUS** will open career opportunities such as **brand management, market research and consumer behavior, advertising, marketing communications, product development and management, and retail or digital marketing.**



employers

Our graduates enjoy career success with prominent organizations including **CHANEL, Emirates Airline, Google and Unilever.**



graduate studies

Graduates of our program have been accepted into **master's and PhD** programs at **University of Toronto, University of Illinois at Chicago and University of Manchester,** among other prestigious universities.



## Why AUS?



- Ranked and among the **top four in the Middle East** for business and management studies.
- Ranked within the **world's top 50 universities under 50 years of age.**
- Ranked among the **top 10 universities in the Arab world** for the past six years.
- Ranked among the **world's top 350 universities.**



- Ranked among the **top three universities with the highest percentage of international students** in the world.
- Ranked within the **top 250 universities** in the Asia region.



- Our accounting program is **endorsed by IMA®** (Institute of Management Accountants) for preparing students to pursue and earn the globally recognized **Certified Management Accountant (CMA®) credential.**



- **Bloomberg** has granted **AUS Experiential Learning Partner** status. AUS is the first university in the region and one of only 35 universities worldwide to receive this prestigious accolade.



- **86 percent of SBA faculty hold professorial ranks,** having earned their PhDs from AACSB-accredited, predominantly North American universities.
- SBA's **student to faculty ratio is 15:1.**



- SBA maintains **strong connections with the business world** through **professional seminars, real-world projects and research,** and a **global network of successful AUS alumni.**

## DID YOU KNOW?

Through the **student internship program,** our students have interned at some of the region's leading corporations, including **KPMG, PwC and Boston Consulting Group,** among others.



**Find out more.**

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[www.aus.edu/sba](http://www.aus.edu/sba)

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