

SHORT COURSE DETAILS

1. **Name of Series**

Diploma programme for Business

2. **Name of Course**

Micro Award in Principles of Marketing

3. **Synopsis of Course (60-word limit)**

The module develops an understanding of students on the basic concepts and theories of marketing principles. It allows them to have a clear picture in the development of current marketing environment.

4. **For Whom?**

- Students who are waiting for their SPM results or its equivalent
- Students from other institutions
- Students who have completed SPM/Certificate

5. **Course Outcomes (100-word limit)**

By the end of the course, students will be able to:

- Identify relevant theories and concepts of marketing.
- Describe various techniques used by organizations to build profitable consumer relationship.
- Analyse various marketing situation

6. **Delivery Mode**

Online Lecture and tutorials. Online assessment.

7. **Duration of Course**

Minimum 7 weeks and Maximum 14 weeks

3 hours per week.

Cumulative learning 1 credit hr for the total course

8. **Level of Course & Microcredential Credit Value, if any**

Certificate/3 credit hour per subject

9. **Course Outline**

- Introduction to Marketing, Marketing Creating Customer Value and Engagement
- Partnering to Build Customer Engagement, Value, and Relationships
- Analyzing the Marketing Environment
- Consumer Behaviour
- Customer Value-Driven Marketing Strategy

10. Short Bio of Trainer/s (50-word limit)

Supported by Department of Management Studies (DOMS)