

“We educate leaders
with holistic
characteristics to serve
the global community”

WHY MICRO-CREDENTIAL

- Tuition Fee (For 1 Module) **Only RM630**
- Experienced lecturers from Universiti Utara Malaysia
- Teaching and learning in the Malay language Weekend classes only
- Course duration is only **1 MONTH**
- **HRDF Claimable** under the SBL scheme
- Classes are conducted **ONLINE**



Pusat Pengajian
Pengurusan Perniagaan
SCHOOL OF BUSINESS MANAGEMENT
Universiti Utara Malaysia

Micro Credential in Marketing Management



Course Topic

- Marketing Management in Practice
- Understanding Consumer and Marketplace
- Market Segmentation, Targeting and Positioning
- Branding and Product Management Strategy
- Developing Pricing Strategy
- Managing Channel and Logistics
- Integrated Marketing Communication

Micro Credential



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Course Synopsis

The goal of this course is to build a basic framework to enable students to analyze, evaluate, describe, and design marketing activities with practical insights into the real world.



This course provides a decision-oriented overview of marketing management in modern organizations. Like other introductory courses, you will be exposed to and expected to learn the "language of marketing" (that is, terms, concepts, and frameworks) used by practicing marketing managers



It is also expected that by the end of the course you will have a solid understanding of the major decision areas under marketing responsibility, the basic inter-relationships of those decision areas, and an appreciation of how to apply key frameworks and tools for analysing customers, competition, and marketing strengths and weaknesses. In combination, then, the course should help you to develop insight about creative selection of target markets and blending decisions related to product, price, promotion, and place (i.e., the marketing mix) to meet the needs of a target market.

JANGAN TUNGU LAGI !!
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