

“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 Principles of Marketing



Course Topic

- Overview of Marketing
- Marketing environment
- Knowing your customers: Consumer and Business
- Segmentation, Targeting and Positioning
- Product and Pricing
- Marketing channel and Promotion
- Marketing in Digital Age

Micro Credential



Course Synopsis

This course introduces the basic concepts, terms, and practices of marketing.



This course emphasizes on the core components of marketing principles.



Understanding the marketing environment, types of customers and the various marketing mix elements (product, price, place, promotion) which are used by organizations to satisfy the needs and want of consumers is hence necessary in this context.

JANGAN TUNGGU LAGI !!
SEBARANG PERTANYAAN
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