

Micro-Credential Programme

BUSINESS MARKETING

This programme equips students with the basic concepts of marketing in business and examines the marketing environments, market segmentation, targeting, positioning, differentiation, and the formulation of marketing strategies.

Programme Structure

- Module 1: Introduction to Marketing
- Module 2: Market Segmentation, Targeting, Positioning, and Differentiation
- Module 3: Developing the Marketing Mix

Duration and Fee

Duration : 12 weeks

Fee : RM758

Delivery Mode

- Online Learning

Assessment Mode

- Coursework
- Final Assessment

Offered at

INTI International College Penang

INTAKES: AUGUST**Progression**

Diploma in Business