

Micro-Credential Programme

MARKETING MANAGEMENT

This hands-on programme focuses on a marketing plan project, spanning the entire semester. Students will learn to apply key market-led strategies. The programme emphasises experiential learning, where students actively engage in constructing knowledge with instructor support. By the end of the programme, they will have developed skills in marketing planning and execution.

Students will receive a certificate upon completion of the programme.

Progression

- Master of Business Administration (Online Learning)

Duration and Fee

Duration: 7 weeks
Fee : RM2,304

Delivery Mode

- Online Learning

Assessment Mode

- Coursework

Offered at

INTI International University
INTAKES: JAN, MAR, MAY, AUG & OCT