

Micro-Credential Programme

MARKETING IN A GLOBAL AGE

Students will be exposed to the relevant marketing concepts, and they will be able to identify and synthesise the core theories, models and concepts in marketing in the corporate setting. Students will gain crucial skills and competencies in developing marketing strategies in order to succeed in the business world.

Apart from the above, they will also have the opportunity to research and learn about new strategies and emerging industries as well as to develop the conceptualisation and analytical skills that can be applied effectively in the business world.

Endorsed by:

**Highlights**

- 100% coursework and no examination
- A component of Master of Business Administration in collaboration with Coventry University's programme
- Recognised and endorsed by Coventry University, UK
- Credit earned is transferable to the Coventry University MBA programme (validity up to 2 years)
- Teaching and learning resources from Coventry University, UK
- Module approved by the Ministry of Higher Education, Malaysia

Programme Structure

- Segmenting, Targeting, and Positioning
- Marketing Mix (7Ps)
- Marketing Plan
- Models: Macro and Micro Environmental Analysis
 - PESTEL
 - Porter's Five Forces
 - SWOT
 - TOWS
- Debate

Duration and Fees

10 weeks (RM3560)

Offered at

INTI International College Subang

INTAKES: JAN, MAY & SEP

Progression

Students can progress into the Master of Business Administration in collaboration with Coventry University programme upon meeting the programme's entry requirements including the entry requirements for English