

DIPLOMA IN MARKETING

PROGRAMME EDUCATIONAL OBJECTIVE (PEO)
The Diploma in Marketing programme shall produce professionals who are capable to:



PROGRAMME EDUCATIONAL OBJECTIVE

PEO1

Occupy the field of marketing with marketers who are knowledgeable and skilful in marketing world

PEO2

Provide the industries with marketers who can communicate well in written and spoken to convey information as a leader or a member of a team in executing programmes related to marketing as well as other activities in a variety of contexts

PEO3

Produce marketers who are involved in continuously seeking knowledge and skills activities or emerge as an entrepreneur in order to sustain themselves in the challenging world of information and technology

PEO4

Establish the behaviour of marketers by conforming to the ethics and professionalism of marketing in order to grow and succeed in life within industries, organisations as well as society

PROGRAMME LEARNING OUTCOMES (PLO)

Upon completion of the programme, students should be able to:



PLO1

Apply good understanding of concepts and theories in the field of marketing.



PLO2

Analyze valuable information and ideas gathered by possessing scientific skills and utilizing different thinking skills in order to solve problems in marketing.

PLO3

Perform marketing practical work skills in managing marketing activities.

PLO4

Display the ability to work in a group effectively by conveying verbal and written information coherently as a leader or a member of a team in managing marketing operations.

PLO5

Adopt a variety of skills in managing information including the use of digital application and commit to continue seeking knowledge for self improvement.

PLO6

Demonstrate the ability of being a responsible individual either as a leader or a member of a team by using social skills in delivering messages, thoughts and feelings with others.

PLO7

Decide career path by identifying self improvement initiatives and possibilities of being an entrepreneur during exploration and engagement in entrepreneurial activities.

PLO8

Exhibit acts of integrity through positive values, ethics and professionalism in executing marketing activities.