

# COMMERCE DEPARTMENT

## DIPLOMA IN MARKETING

DPR

### PROGRAMME EDUCATIONAL OBJECTIVES (PEO)

The Diploma in Marketing programme shall produce semi-professionals who are able to:

1

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

2

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.

3

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.

4

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:

1

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

5

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

2

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

6

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.

3

Perform marketing practical work skills in managing marketing activities.

7

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

4

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.

8

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

