



JABATAN PERDAGANGAN

Diploma in Marketing – DPR

PROGRAMME EDUCATIONAL OBJECTIVES (PEO) – EFFECTIVE DEC 2016

The Diploma in Marketing programme shall produce graduates who are:

1. Knowledgeable and technically competent in marketing discipline in line with the industry requirement.
2. Effective in communication and demonstrate good leadership quality in an organization.
3. Capable to solve problems in business situations innovatively, creatively and ethically through sustainable approach.
4. Able to demonstrate entrepreneurship skills and recognize the needs of life-long learning for successful career advancement.

PROGRAMME LEARNING OUTCOME (PLO) – EFFECTIVE DEC 2016

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

1. Apply knowledge of marketing and related field in every industry worldwide.
2. Demonstrate comprehensive technical expertise in marketing disciplines.
3. Communicate effectively both in written and spoken form with colleague, other professionals and community.
4. Identify, formulate and provide creative, innovative and effective solution to business situations.
5. Develop an effective social responsibility and humanistic values to meet the common goals.
6. Generate interest to engage in life-long learning for professional and career development.
7. Possess self motivation and enhancement of entrepreneurship skills.
8. Commit professionally, ethically and with humane responsibility, in line with marketing professional code of conduct.
9. Demonstrate effective leadership and teamwork responsibility.





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Diploma in Marketing – DPR

PROGRAMME EDUCATIONAL OBJECTIVES (PEO) – EFFECTIVE JUNE 2020

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 OUTCOME (PLO) – EFFECTIVE DEC 2016

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

1. Apply good understanding of concepts and theories in the field of marketing.
2. Analyze valuable information and ideas gathered by possessing scientific skills and utilizing different thinking skills in order to solve problems in marketing.
3. Perform marketing practical work skills in managing marketing 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.
5. Adopt a variety of skills in managing information including the use of digital application and commit to continue seeking knowledge for self improvement.
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.
7. Decide career path by identifying self improvement initiatives and possibilities of being an entrepreneur during exploration and engagement in entrepreneurial activities.
8. Exhibit acts of integrity through positive values, ethics and professionalism in executing marketing activities.

