

PROGRAMME INFORMATION

DIPLOMA IN MARKETING

PROGRAMME EDUCATIONAL OBJECTIVES (PEO):

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

- PEO1: Occupy the field of marketing with marketers who are knowledgeable and skillful 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.