

DIPLOMA IN MARKETING

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.