

VISION

Leader In Industry-Led TVET Institution By 2025

MISSION

To Empower TVET in Developing Holistic, Entrepreneurial and Innovative Graduates to Fulfill the Needs of Industry

VISI

Peneraju TVET Dipacu Industri Menjelang 2025

MISI

Memperkasa TVET dalam Melahirkan Graduan Holistik Berciri Keusahawanan Dan Inovatif bagi Memenuhi Kehendak Industri

DIPLOMA IN MARKETING (DPR)

JOB PROSPECT

The knowledge and skills that the students acquire from the programme will enable them to participate in the job market as:

- a) Marketing executive
- b) Sales promotion executive
- c) Public relations officer
- d) Marketing researcher
- e) Business executive
- f) Media planner



POLITEKNIK KOTA BHARU

KM 24, KOK LANAS, 16450 KETEREH, KELANTAN

<http://www.pkb.edu.my>

09-788 9126 09-788 9739



DIPLOMA IN MARKETING (DPR)

Department Of Commerce



CERTIFIED TO ISO 9001 : 2015
CERT NO : MY - QMS 01969



INTRODUCTION

Politeknik Kota Bharu (PKB) is a higher institution of learning under the administration of the Ministry of Education Malaysia. It is a public entity which consists of six academic departments namely the Civil Engineering Department, Electrical Engineering Department, Mechanical Engineering Department, Commerce Department, Mathematics, Science and Computer Department and the General Studies Department. These departments are assisted by a number of supporting units in the effort to train and develop the skills and abilities of our nation's future workforce.

PKB is committed to train and produce capable graduates to fulfill the needs for skilled workers in the nation's primary, secondary and tertiary industries in the effort to reduce dependence on foreign labours.

PKB is also a learning hub in commerce and renowned for its entrepreneurship programmes and achievements.

DIPLOMA IN MARKETING (DPR)

Diploma in Marketing aims to enhance the students' ability to perform marketing tasks that encompasses the marketing mix, consumer behaviour, marketing research and decision making, either at the local or international level. Students will be exposed to various environmental forces that affect the marketing activities. This programme also includes other related fields such as management, accounting, economics, entrepreneurship, advertising, retailing, legal and information technology. To boost students' self-confidence in communication, English courses will be taught throughout the programme. In tandem with the government's objective to produce a balanced human capital, this programme also includes religious and moral courses.

PROGRAMME AIM :

This programme believes that every individual has potential and the programme aims to foster adaptable and responsible marketers in supporting national agenda to modernize, globalize and revolutionize the industry.

PROGRAMME EDUCATIONAL OBJECTIVES (PEO) :

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

PEO 1	Occupy the field of marketing with marketers who are knowledgeable and skilful in marketing world.
PEO 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.
PEO 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
PEO 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:

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