



MICRO-AWARD IN MARKETING MANAGEMENT

Embark on a journey into the dynamic world of marketing with our Micro-Award program at NBUC. Designed for aspiring marketing professionals and business enthusiasts, this course provides a comprehensive exploration of marketing strategies, consumer behavior, and brand management.



Delivery mode: Online
Duration of study: 7 Weeks / 14 Hours
Level: Advanced

Program Overview

Upon successful completion, not only will you earn a valuable Micro-Award, but you'll also possess the skills and knowledge to excel in the dynamic field of marketing. Join us at NBUC to unlock the doors to a world of opportunities in marketing management.

Enroll today and take the first step toward a rewarding career in marketing!

Assessment

- Coursework: 80%
- Examination: 20%

COURSE HIGHLIGHTS

- **Marketing Fundamentals:** Explore the foundational concepts of marketing, including the marketing mix, market research, and the development of marketing strategies.
- **Brand Management:** Delve into the art and science of building and maintaining strong brands. Learn how to create a brand identity, position products, and establish brand loyalty.
- **Digital Marketing Strategies:** Navigate the digital landscape by studying the latest trends in digital marketing, including content marketing, social media marketing, and search engine optimization (SEO).
- **Marketing Analytics:** Harness the power of data by understanding marketing analytics. Learn how to measure the success of marketing campaigns and make data-driven decisions.

Why NBUC?

EXCELLENT ACHIEVEMENT

Outstanding achievement in the Rating System for the Malaysian Higher Education Institutions (SETARA) with an Excellent rating.

AFFORDABILITY

HRDF and various financial aid available

KEY FEATURES

- **Strategic Marketing Insight:** Gain a deep understanding of strategic marketing principles and learn how to develop and implement effective marketing plans that align with organizational goals.
- **Consumer-Centric Approach:** Explore the intricacies of consumer behavior and market segmentation, discovering how to tailor marketing strategies to meet the diverse needs and preferences of target audiences.
- **Digital Marketing Mastery:** Navigate the digital landscape with confidence as you delve into the world of digital marketing. Learn to leverage online platforms, social media, and analytics to drive successful marketing campaigns.
- **Industry-Experienced Instructors:** Learn from seasoned marketing professionals who bring a wealth of industry knowledge and practical insights to the classroom. Benefit from real-world examples and case studies that illustrate effective marketing practices.

COURSE PROGRESSION

Credits from this Micro-Credential Programme are transferable to the following full academic programme:

Bachelor of Information Technology with Honours (E-Commerce)

TO REGISTER OR ENQUIRE

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