

Micro-Credential in Marketing Management



Delivery mode: Online

Duration of Study: 7 Weeks / 7 Hours

Level: Advanced

Business & Entrepreneurship

The global business landscape is ever-changing, and the pace of change continues to accelerate, compelling organisations across every industry to continuously transform their business models, operational systems and processes.

It is at this forefront of change, that employees equipped with the most necessary skill sets – both hard skills and soft – can steer organisational success in the right direction.

Through continuous learning, employees can increase their levels of performance and engagement, honing their skills across subjects that are relevant to their workplace to be more in tune with the industry's demands, and support the organisation's business objectives successfully. The future of work will see versatile, skilled employees better-equipped to meet rapidly changing customer needs and market shifts; to be more in-demand and highly sought after.

Meanwhile, entrepreneurial education and training provides individuals with the ability to recognise commercial opportunities, and the knowledge and skills to act on them. It includes instruction in opportunity recognition, commercialising a concept, managing resources, and initiating a business venture.

Programme Overview

In this course, emphasis is placed on the firm and the Marketing Manager's role in strategy formulation and their role in Marketing Management and Decision-Making. Topics to be included are Market Management, Market Opportunities, Marketing Strategy and Remarketing Control System.

Assessment

- Coursework: 80%
- Examination: 20%

Areas of Knowledge

- The context, nature, role, and significance of marketing activities as undertaken by marketing managers in a range of organisations.
- The management concepts and frameworks used and required by brand and/or marketing managers.
- The marketing elements for marketing actions such as marketing communication strategies.
- Marketing plan for new products.

Why UNITAR?

5-STAR QUALITY

5-STAR rating in QS for Teaching, Employability, Inclusiveness, Online Education and Accounting and Finance.

AFFORDABILITY

HRDF and various financial aid available.

UNITAR C.A.R.E

We ensure that students are well-equipped with applicable skills: Collaborative, Adaptive, Reflective and Entrepreneurial.

COURSE PROGRESSION >>>

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

Master in Business Administration (Online)

Course Modules

Lesson 1: Marketing in Today's Business Milieu

- Defining marketing
- Marketing's roots and evolution

Lesson 2: Elements of Marketing Strategy, Planning and Competition

- Value is at the core of marketing
- Elements of marketing planning and situational analysis

Lesson 3: Understanding Consumer and Business Markets

- Internal forces affect consumer choices
- External factors shape consumer
- Buying situations

Lesson 4: Segmentation, Target Marketing and Positioning

- Fulfilling consumer needs and wants
- What is segmentation?
- Segmenting consumer markets
- Target marketing
- Positioning

Lesson 5: Product Strategy and New Product Development

- Products: The heart of marketing
- The life of the product: Building the product experience
- New products: Creating long-term success
- New product development process
- Service as the core offering: Characteristics of services

Lesson 6:

Manage Pricing Decisions

- Establish pricing objectives and related strategies
- Select pricing tactics

Manage Marketing Channels, Logistics and Supply Chain

- Selecting channel approaches
- Legal issues in supply chain management
- Retailing and electronic commerce

Lesson 7: Promotion Essentials: Digital and Social Media Marketing

- Essentials of promotion
- The role of digital marketing in communicating value
- Managing social media marketing: Now the customer is involved in the dialogue



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