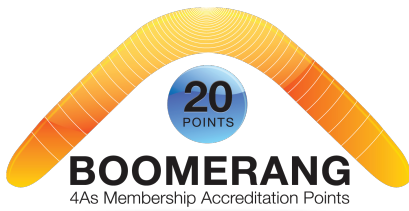




Date of Commencement: 19 July 2011  
 Duration: 4 months  
 Day: Tuesdays  
 Time: 7.00pm - 9.30pm  
 Venue: IACT College  
 Registration Fees: RM200 per participant  
 Course Fees: RM850 per participant  
 HRDF Training Grant: SBL



**T**his course concentrates on the basics of marketing and how the resources of an organisation can best match the needs of the market.

### Objectives:

Upon completion of this course, participants will:

- understand the various marketing concepts and tools.
- understand the marketing mix of pricing, distribution, product and promotion.
- be able to apply the marketing concepts and tools in handling marketing problems.
- be able to write a marketing plan.

### Contents:

- Organising the Marketing Planning Process
- Analysing Marketing Opportunities
- Selecting Target Market
- Developing Marketing Mix
- Managing the Marketing Effort
- Extended Marketing

**Suitable for individuals who require a basic foundation in marketing**