

**Micro-Credential Programme**

# BUSINESS MARKETING

This programme equips students with the basic concepts of marketing in business and examines the marketing environments, market segmentation, targeting, positioning, differentiation, and the formulation of marketing strategies.

**Programme Structure**

- Module 1: Introduction to Marketing
- Module 2: Market Segmentation, Targeting, Positioning, and Differentiation
- Module 3: Developing the Marketing Mix

**Duration and Fee**

Duration : 12 weeks

Fee : RM699

**Delivery Mode**

- Online Learning

**Assessment Mode**

- Coursework
- Final Assessment

**Offered at**

INTI International College Penang

**INTAKES: AUGUST****Progression**

Diploma in Business