

# **Module Synopses**

## **PDC 1 Post-Diploma Certificate in Marketing Essentials**

### 1. Marketing Principles

Provides a broad overview of the marketing discipline to provide both marketing and non-marketing personnel with a better perspective of the marketing function and the marketing management process. Topics covered include the elements of the marketing mix, the marketing environment, market opportunity analysis, marketing information systems, target marketing and marketing management philosophies.

### 2. Digital Marketing

Provides a broad overview of Digital Marketing to traditional marketing theories and concepts; how they vary and complement each other. The module will cover a thorough analysis on the uses of Digital Marketing tools through brand/service and product communication.

### 3. Consumer Psychology

Covers essential concepts of why and how individuals and groups engage in consumer activities and the cognitive processes and behaviour involved when people purchase and use products and services. The module will also cover how consumer insights will benefit both consumers and marketers.

## **PDC 2 Post-Diploma Certificate in Marketing Strategies**

### 4. Services Marketing & Innovation

Focuses on the marketing of intangible products by equipping students with an understanding of the services management for different types of business sectors. Topics include formulation of marketing strategies, management of customer mix and planning, and implementation of marketing efforts in the distinctive areas of services marketing. This module will also cover how to market services digitally.

### 5. Consumer Research & Analytics

Provides students with an understanding of the scope and process involved in Consumer Research. This module will enable students to conduct a comprehensive consumer research exercise and interpret data from consumer research. This module will also cover how customer analytics help decision makers make key business decisions.

### 6. Integrated Marketing Communications

Builds a sound theoretical and practical understanding of the formulation of promotional strategy and the management of the integrated marketing communication process. It enables students to analyse the role which the major promotional tools plays in the communications process between the company and its markets. Issues relating to the optimum communications mix for a given company/product/marketing situation is also covered. This module will also integrate traditional and modern communication methods, including digital media, to market brands to target consumers.