

SALES & MARKETING OPERATION

FB-018-3:2012

Sales & Marketing Operation (Level 3) is categorised under Business & Finance sub-sector of the Business Management Sector in National Occupational Skills Standard (NOSS). Innovative International College have designed the Sales & Marketing Operation programme in compliance with Jabatan Pembangunan Kemahiran guidance and industry directory to fit out students with strong skills as well as fundamental knowledge of sales and marketing which include advertising, promotions, public relations, and sales. Marketing management is a business discipline which is focused on the practical application of marketing techniques and the management of marketing activities and the firm's resources. Marketing is a very important aspect in business since it contributes greatly to the success of the organization. A robust focus is on applied knowledge with a curriculum underlining on practical application. Students will gain experiences during their practical lesson which include 70% of their studies.

COURSE STRUCTURE

- Market & Product Survey
- Direct/Retail Sales
- After Sales Service
- Self Sales Performance Assessment
- Online Sales
- Product Marketing
- Inventory Control

DURATION

- 12 months

LEVEL

- Level 3

ENTRY REQUIREMENT

- Malaysia Citizen
- 16 years old and above
- Can speak and write in Malay and English

JOB OPPORTUNITY

- Sales Person
- Sales Assistant
- Sales & Marketing Officer
- Sales & Marketing Operator
- Businessman
- Marketing Executive
- Administrator