

# PROFESSIONAL DIPLOMA IN RETAIL MARKETING AND SHOPPING MALL MANAGEMENT



## PROGRAMME OBJECTIVES

**FEE:**  
**RM14,000 per person**

- Equip students with new retail management knowledge and skills for multichannel retailing including in-store, online and mobile retailing, etc.
- Provide students with the knowledge to plan and manage a shopping mall; and apply market research skills to identify the shoppers' profiles and determine tenant mix and positioning of the shopping mall.
- Train up students with the knowledge and skills required for further career advancement in the competitive retailing business and pave way for higher education in the degree level.

## PROGRAMME STRUCTURE

Mode of Delivery	Full-time / Part-time, face-to-face
Programme Duration	Minimum: 12 months for full-time; 24 months for part-time
Intake	November / December 2018
Lecturers	Qualified Lecturers from HKU SPACE and UTMSpace
Modules	10 modules
Assessment	Combination of continuous assessment and final examinations

## ENTRY REQUIREMENTS

Applicants shall:

- have gained in the Sijil Tinggi Persekolahan Malaysia (STPM) or equivalent at least Three (3) credits (Grade C) inclusive of English Language; or
- have gained in the Sijil Pelajaran Malaysia (i.e. SPM) or equivalent at least Three (3) credits (Grade C) including English Language with minimum Three (3) years of relevant work experience; or
- have gained in the Matriculation/Foundation at least Grade C in Two (2) subjects; or
- (a) hold a certificate in the marketing, business or related discipline; and  
(b) have gained in the Sijil Pelajaran Malaysia (SPM) Grade C in English Language or equivalent; and  
(c) be aged at least 21 years old.

## MODULES

1	Principles of Marketing	6	Multichannel Marketing Communications
2	Business Economics	7	Shopping Mall Marketing
3	Essentials of Accounting	8	Retail Management and Operations
4	Consumer Behaviour	9	Strategic Retail Marketing
5	Introduction to Management	10	Shopping Mall Leasing and Management

