



UTM
UNIVERSITI TEKNOLOGI MALAYSIA

School of
Professional and
Continuing
Education
(SPACE)



HKUSPACE
香港大學專業進修學院
HKU School of Professional and Continuing Education

AUGUST / SEPTEMBER 2019 INTAKE

UTMSPACE KUALA LUMPUR

PROFESSIONAL DIPLOMA IN RETAIL MARKETING AND SHOPPING MALL MANAGEMENT

PROGRAMME OBJECTIVES

- 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	August / September 2019
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

UTMSPACE

HRDF Claimable

UTMSPACE is a Training Provider under HRDF (Reg. No. 0902)
IN-HOUSE Courses can be designed in accordance with organizational requirements

Course Name : **Professional Diploma in Retail Marketing and Shopping Mall Management**
 Intake : **August / September 2019**
 Duration : **12 months (full-time); 24 months (part-time)**
 Venue : **UTMSpace KUALA LUMPUR**
 Fee : **RM14,000.00** per person

“Professional Diploma in Retail Marketing and Shopping Mall Management is offered in collaboration between HKU SPACE and UTMSpace”.

“On successful completion of the above programme, students will receive the appropriate academic award of HKU SPACE.”

Accredited Professional Body: Hong Kong Institute of Marketing (‘HKIM’)

REGISTRATION FORM

To confirm your registration, please complete this form including payment.

*DETAILS OF PARTICIPANT ATTENDING THE COURSE:

No.	Name	Mobile No.	E-mail Address	NRIC (for HRDF claim)	Fee (RM)

(Please attach a separate list if necessary)

*UTMSpace respects the privacy of its customers with regards to personal data. For further details, please visit : www.utmSPACE.edu.my/pdpa

Total

SPONSORSHIP : ☐ Self-Sponsored ☐ Company-Sponsored

INDIVIDUAL / COMPANY DETAILS (for issuance of invoice) :

Organisation : _____
 Co. Reg. No* : _____ * if applicable
 Address : _____
 Contact Person : _____
 Tel No. : _____ Designation : _____
 Fax No. : _____ E-mail : _____

FOR FURTHER INFORMATION, PLEASE CONTACT:

PROFESSIONAL DEVELOPMENT UNIT, School of Professional and Continuing Education (UTMSpace),
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 Tel : (607) 521 4200 / 8164 | Fax : (607) 520 5725 | Website : www.utmSPACE.edu.my
 E-mail : azidah@utmSPACE.edu.my / rafidah@utmSPACE.edu.my
 Contact Person : MS. NOOR AZIDAH / MS. NOR RAFIDAH

All crossed cheque / bank draft should be made payable to
 Account Name : UTMSpace
 Account Number : 8601518228 | Bank Name : CIMB
 Islamic Bank Berhad | Branch : UTM Skudai, Johor
 Swift Code: CIBBMYKL (CIMB BANK)