KOLEJ PERNIAGAAN  
UNIVERSITI UTARA MALAYSIA  

Program: Ijazah Sarjana Muda Pemasaran (Kepujian)  

<table>
<thead>
<tr>
<th>COURSE CODE</th>
<th>BPMX 4908</th>
</tr>
</thead>
<tbody>
<tr>
<td>COURSE NAME</td>
<td>PRACTICUM</td>
</tr>
<tr>
<td>CREDIT HOURS</td>
<td>6 Jam</td>
</tr>
<tr>
<td>DURATION</td>
<td>16 Weeks (4 months)</td>
</tr>
</tbody>
</table>

**COURSE DESCRIPTION**  
The Practicum is designed to help students learn skills and knowledge that will have positive impact on their professional careers. Therefore, the purpose of this course is to enable Marketing students to gain valuable work experience within the business environment. This experience is designed to complement the course work taken so that your business education experience is enhanced. Experiential learning is an educational plan that integrates classroom study with practical work experience. It is intended to contribute meaningfully to student’s over-all preparation by providing an opportunity for the practical application of skills and concepts learned in classes. It also offers student an individualized educational experience through the study of a structured employment situation. The credit is for the learning - not the work experience.

**OBJECTIVES**  
The practicum will offer the student the opportunity to:

1. Get practical experience within the business environment.  
2. Gain a more complete understanding of various marketing management functions through the development of marketing audit study.  
3. Develop the ability to analyze and propose solutions to business problems.  
4. Develop a greater understanding about career options while more clearly defining personal career goals.  
5. More fully understand the activities and functions of marketing professionals.  
6. Develop and refine written communication skills
COURSE CONTENT

Content of the course is manifested in the guidelines of the report to be prepared by the student undertaking practicum course.

Content Guidelines:

I. Company Profile

Provide a brief description of the company where you interned (attached). This should include the products/services offered and a general customer profile. Include in the appendix any additional material that further describes the company.

II. Practicum Work responsibilities

Provide a job description that includes: working conditions, specific duties, and responsibilities.

III. Marketing Audit

A. Marketing Environment Required in Final Report (3 - 6 pages):

Environmental forces surround a firm and often change the rules of commitment. A firm’s marketing strategy must adapt to changes in the marketing environment if the firm is to survive and thrive. In general, a marketing environment comprises six elements. The external marketing environment (the macro environment) consists of the socio-cultural environment, economic environment, legal/political environment, competitive environment and technological environment. The internal marketing environment (the micro environment) consists of objectives and resources.

1. Macro-environmental Influences:

With world markets rapidly converging and merging, marketers have to make sure that their organizations are capable of taking advantage of the resulting opportunities. It is important that companies relate to current organizational structures and corporate culture. The macro-environmental influences are often mandated by a variety of marketing adjustments. Among them, government regulations present the most stringent requirements. Marketers need to be vigilant in terms of changes and exceptions. Address the following macro environment influences as they relate to your internship company.

- Socio-cultural
- Economic
- Legal/political
• Competitive
• Technological

2. Micro environmental Influences:

Corporate executives formulate annual and long-term objectives that affect marketing decision-making. Objectives are critical to any company’s success. A company must know where it is going if it is to be successful. It needs an overall set of objectives to guide its efforts. Discuss the firm’s internal marketing environment (the micro environment)

Objectives - Each functional area in the company has its own objectives, but its goals must fit into or be guided by the company’s overall objectives.

Resources - A firm’s resources include finances, technological and production capabilities, and managerial talent. Resource constraints prevent marketing managers from pursuing every available opportunity.

B. Marketing Strategy Analysis (2-3 pages)

The strategic marketing concept is defined as a company’s mission to identify, generate, and sustain competitive advantage through superior positioning and vision. The most successful marketing efforts are driven by a formal marketing plan, which includes specific objectives, necessary resources, planned activities and expected results. The marketing plans take different forms and follow many formats. Address some of the seven major components of a typical marketing plan, they are as follows:

• Executive summary - planned activities and resources usually for the previous 12 months
• Analysis of marketing situation - breakdown of the brand’s current status, actual sales results are compared to stated objectives in the prior year’s plan
• Assessment of Opportunity and Threats - All opportunities, as well as threats, regarding the brand are examined. Opportunities may come in the form of increased distribution and new markets. Threats may come in the form of quality control problems.
• Specification of Marketing Objectives - Objectives are typically based on profit, market share, growth or diversity.
• Formulation of Marketing Strategies - The formulation of the marketing strategies details how the marketing objectives will be accomplished.
• Preparation of Action Programs and Budgets - Budgets are required to support the marketing activities created to achieve the company’s actions and objectives.
• Development of Control Procedures - How the results of the marketing plan will be measured on an ongoing basis.
C. Organization and Management Structure Analysis (2-3 pages):

Examining the structure of the organization can provide information regarding responsibilities, communication, and overall work relations. The managerial structure details how work is delegated and how employees interact with one another. An organizational structure serves as a map for the work environment.

- What ways are marketing responsibilities structured along functional, product, end user, or territorial lines?
- Compare the formal and informal lines of communication.
- Are there good communication and working relations within the company?
- Is the product-management system or other product-market structures in use working effectively?
- Are there any groups in marketing that need more training, motivation or evaluation?
- Do you see any personnel problems in the work environment, if so explain

D. Marketing Research Systems and Information Systems (2-4 pages):

Marketing research can contribute to an organization's competitive advantage. An important part of market research is to study the history of the competitors as well as reviewing current and potential competitors. Market research and analysis are very large topics covering many subjects and techniques. Market research methods are evolving as new technologies are developed.

- Is Marketing research being adequately used by company decision makers?
- Are sales forecasting and market-potential measurement soundly carried out?
- Is the company well organized to gather, generate, and screen new product ideas?
- Does the company do adequate concept research and business analysis before investing heavily in a new idea?
- Does the company carry out adequate product and market testing before launching a new product?

E. Productivity Analysis (2-3 pages):

To assess profitability, the two areas to examine are demand and costs. This involves examining demand for the product in each segmented market. The cost of developing and implementing marketing efforts must be determined. In addition, it is important to consider alternative distribution channel structures.

- What is the profitability of the company's different products, served markets, territories, and channels of distribution?
• What are the budgeted amounts/percentages for each of major expense categories?


The key functional areas of marketing are: product, price, advertising, and sales. The four functional areas are interdependent. Change in one area will affect the other areas. Industry leaders are those organizations who are competitive in all four functions.

• Are there particular products that should be phased out? Are there new products that are work adding?
• Are any products able to benefit from improvements?
• Does the company use price promotions effectively?
• Is there adequate market coverage and service?
• Are the advertising media well chosen?
• Is the sales promotion budget adequate?
• Does the sales compensation level and structure provide adequate incentive and rewards?
• Does the sales force show high morale, ability and effort?

IV. Assessment of Your Practicum Experience:

This section offers the opportunity to reflect on the entire internship experience and what you have learned. It is a chance to recall the influential aspects of your internship. This section should address the following questions:

• Has this practicum reinforced or altered your career goals?
• What skills were acquired or reinforced by this experience? (i.e. artistic, communication, creative, leadership, social, teamwork, technical)
• What were your expectations for the practicum? Indicate which aspects exceeded, met, or did not meet your expectations.
• What suggestions would you make for improving this practicum experience?

COURSE EVALUATION

Employer's supervisor confidential report : 20%
UUM's supervisor confidential report : 20%
Written practicum report : 60%