



DIPLOMA IN MARKETING MANAGEMENT

PRACTICAL POST REPORT GUIDELINES (30%)

General Guidelines

The assignment must be done **INDIVIDUALLY** at the end of the practical training program.

Student must follow all the date lines given and late submission of report regardless of excuses will not be entertained.

All assignment must be typewritten.

Separate chapters with yellow color separator

Please **COMB BIND** together **WITH TRANSPARENT PLASTIC** (front and back) for assignment submission. **DO NOT** use Black Tape OR Stapler for your assignment.

Cover page format (USE LIGHT PURPLE COVER PAPER)

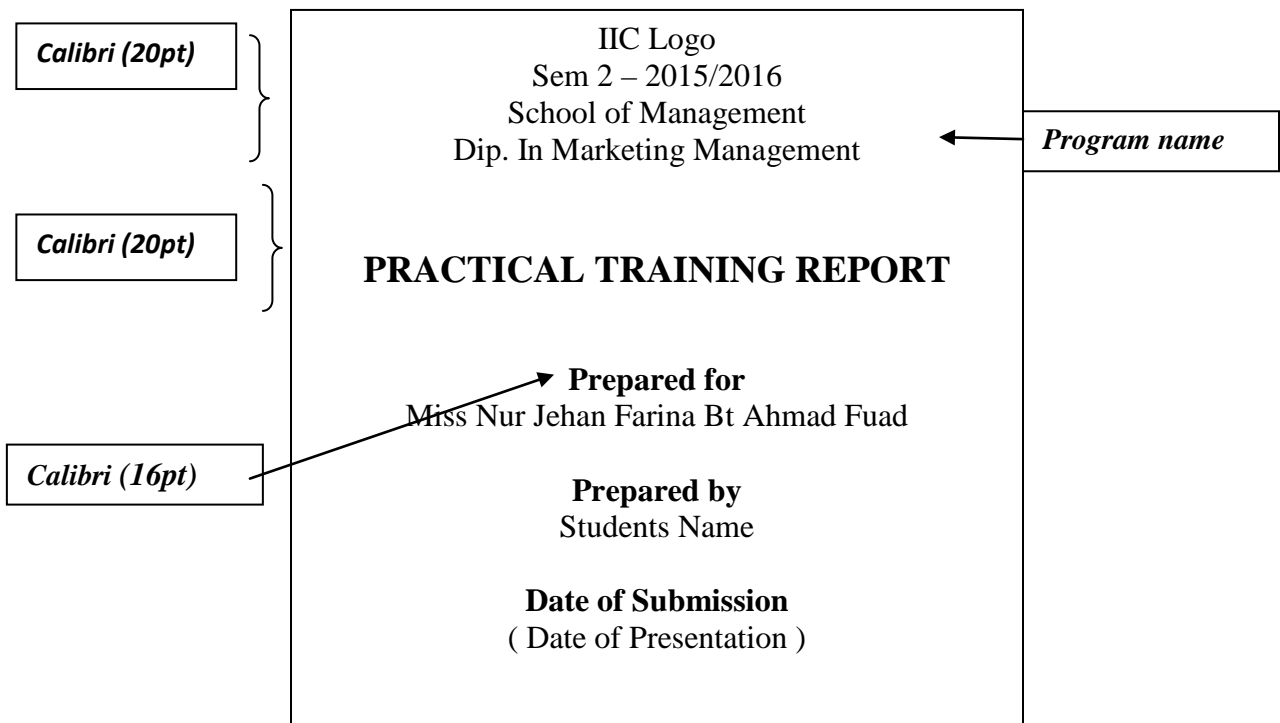


TABLE OF CONTENTS (SAMPLE FOR REFERENCE)

ITEMS	PAGES
DECLARATION OF SUBMISSION	i
ACKNOWLEDGEMENTS	ii
TABLE OF CONTENTS.	iii
1.0 INTRODUCTION – COMPANY PROFILE AND BACKGROUND	1
2.0 CORE PRODUCT / SERVICES	2-3
3.0 COMPANY MARKETING STRATERGY / EFFORT	4-5
4.0) STUDENT TASK AND RESPONSIBILITY	6-8
5.0) STANDARD OPERATING PROCEDURE	9-11
6.0) MARKETING ACTIVITIES AND EVENT CARRIED OUT	12-18
7.0) WORKSTATION LAYOUT	19-22
8.0) CONCLUSION	23-25
9.0) RECOMMENDATION	26-27
REFERENCES (IF ANY)	29
APPENDIXES IN REPORT (TO BE BIND TOGETHER)	30-35
<ul style="list-style-type: none"> i. Copy of acceptance letter ii. Copy of report duty iii. Original verification letter iv. Photo (Permission must be obtained from company) v. Confirmation from organization to conduct interview vi. Business card of immediate supervisors i. Photos of Activity done by students 	
** Student should not include irrelevant document that is not related to attachment listed above	

Content Format (Please organize your report by order as listed below)

General Format

- Font for Content: Arial 11 for Content AND Arial 14 for all Title
- Spacing: Double Spacing
- Justified
- Page No :Go to Page Number / Select : Bottom of Page / Use Plain Number 2 Style
- Minimum Pages : 25 (Not Including Attachments)
- All items in report must be numbered according to the instructions.

i) Declaration of Submission (1 Page)

- See Appendix for Sample of Declaration of Submission

ii) Acknowledgement (Half Page or Less)

- Find proper wording of sentences in the internet for acknowledgement
- Should not be like a speech of grammy or MTV award!
- Be specific ex: a thank you note to Allah swt, Lecturers, Team Members, Family

iii) Table of Contents

- Centralized your title
- Centralized page number
- Must be typewritten
- All title and subtitle must be included and pages must be aligned with paging at Table of Contents

1.0) Introduction (Maximum 3 Pages)

- Introduce company including the information of the company profile, company background, vision, mission, organization chart etc.

2.0) Company Core Product or Services

- Describe what kind of product or services offered by your company
- Add image in between text to support your justification

3.0) Company Marketing Strategies

- The 4 Ps of Marketing strategies adopted by company
- Use strategy developed by companies not text book.

4.0) Task and Responsibility (Most Important Part) (Minimum 8 Pages) - Solid content will lend students good marks)

- Explain all the task and responsibility performed.
- You may divide this section to 2 parts which are routine sections and special task together with problems encountered and problems solved
- Any special event involved
- Skills obtained throughout practical training day

5.0) Standard operating procedure (SOP) (not limited to your department but overall) (Maximum 3 pages with chart and explanation)

- SOP stands for standard operation procedure specific to operation that describe the activities necessary to complete tasks in accordance with industry regulations, or even just company own standards for running of business. Any document that is a "how to" falls into the category of procedures.
- For this section, students are required to obtained information from your Supervisor - any 1-2 common SOP that involves Practical Training student
- For example, student may ask the SOP of hiring employee / SOP of Customer

services/ SOP of budget release/ SOP of coordination of event or any other relevant information in relation to SOP

6.0) Marketing Activities and Events Carried Out

- This section requires you to explain your involvement or direct/indirect participation as Practical Training student in the event developed by the company

7.0) Workstation Layout (Design in Microsoft Words with Labels) (1 page)

Consideration should be given to the:

- Accessories required to operate properly
- Layout of equipment on the desk
- Location of furniture in the room.

8.0) Conclusion (Maximum 1-2 pages)

- Summarize in short the benefit of going for practical training and your overall experience

9.0) Recommendation (Maximum 1-2 pages)

- Provides your recommendations and suggestions towards the organization or practical training process or conduct as a whole
- Please make sure that your recommendation is related to what you have learn and experience in the organization
- Be critical and provide suggestion from the view of Diploma in Office in Office Management and Secretaryship expert.

References (if any)

- Use APA formatting for any citation

Book Basic form, single author	Baxter, C. (1997). <i>Race equality in health care and education</i> . Philadelphia: Ballière Tindall.
Publication, private organization: Basic form	Swift, A. C. (1985). <i>Determining our children's future</i> (Report no. 12). Milwaukee: Child Care of Wisconsin.
Web site	[According to APA, an entire Web site may be cited in the text but is not included in the reference list. See http://www.apastyle.org/faqs.html]

Appendixes in Report (To be bind together)

- ii. Copy of acceptance letter
- iii. Copy of report duty
- iv. Log Book
- v. Photo (Permission must be obtained from company)
- vi. Confirmation from organization to conduct interview
- vii. Business card of immediate supervisors
- viii. Photos of Activity done by students

Sample of Submission Declaration

(Kindly Retype this section and put it according to the page guideline)

CANDIDATE'S DECLARATION

I declare that the work in this report was carried out in accordance with the regulations of International Islamic College. It is original and is the result of my own work, unless otherwise or acknowledged as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree of qualification.

In the event that my report is found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my final marks and agree to be subjected to the disciplinary rules and regulation of International Islamic College.

Name of Candidate	(Your Name)
Candidate ID No	(Matric No)
Programme	(Diploma in _____)
School	School of Management
Title	Practical Training Report
Signature of Candidate
Date	