



DIPLOMA IN MARKETING MANAGEMENT

PRACTICAL TRAINING PRESENTATION GUIDELINES (25%)

General Information

- ❖ Presentation date will be scheduled a week after practical ends and will be updated in the IIC website.
- ❖ Student should observed **PUNCTUALITY** during presentation. Lateness without **SOUND** reason will caused student **TO NOT BE ENTITLED FOR PRESENTATION.**
- ❖ Students are given 15 minutes for the presentation
- ❖ Students are advisable to use power point presentation or prezzie for presentations
- ❖ Language spoken for Presentation is English
- ❖ Students need to bring own laptop/extension and pendrive during presentation day
- ❖ Student must observe attire during presentation day. (Formal Wearing)
- ❖ Students are required to submit the hardcopy of power point presentation to the academic supervisor on the day of presentation
- ❖ Q&A session will be conducted during presentation
- ❖ During presentation day student are required to submit together
 - a) Report
 - b) Log Book that has been bind together with report
 - c) Supervisors Evaluation form
 - d) Hardcopy of Powerpoint slide.

The item required for presentation are :

- 1.0 INTRODUCTION – COMPANY PROFILE AND BACKGROUND
- 2.0 CORE PRODUCT / SERVICES
- 3.0 COMPANY MARKETING STRATERGY / EFFORT
- 4.0) STUDENT TASK AND RESPONSIBILITY
- 5.0) STANDARD OPERATING PROCEDURE
- 6.0) MARKETING ACTIVITIES AND EVENT CARRIED OUT
- 7.0) WORKSTATION LAYOUT
- 8.0) CONCLUSION
- 9.0) RECOMMENDATION

Creative presentation will lend student to a better mark. Student may want to attached any videos/ or images to make presentation interesting.