

MIIEx2017

Melaka
International
Intellectual
Exposition

PROGRAMME ABSTRACT

AUTISM

INNOVATION

DESIGN

INVENTION

"Bridging Gaps with Creativity for Future Sustainability"

MIIEX2017

The logo for MIIEX2017 features the text 'MIIEX2017' in a bold, black, sans-serif font. The 'I' in 'MIIEX' is stylized as a torch. The '2017' is also stylized, with the '0' and '1' containing silhouettes of buildings. The '7' is a simple vertical bar.

“Bridging the Gaps with Creativity for Future Sustainability”

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MARKETING IS FUN: MYCB SIMULATION PROJECT 17

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Abstract

Consumer Behavior is the study of the process involved when individuals or group select, purchase, use or dispose of products, services, ideas or experiences to satisfy needs and desires (Solomon, 2015). One of the key concerns highlighted in the National Transformation 2050 (TN50) dialogue is how to ensure the younger generation is equipped for jobs of the future. As reported in The Star, June 2017 our minister stated that 'We have to make sure our education and training systems are adequate for the jobs of the future'. Thus, this project was developed to meet the vision. This course requires students to develop and demonstrates idea for marketing strategies using the 4P's consists of product, price, place and promotion through social media in the real business industry. Students are required to make a collaboration with online company named as vendor. There are five online company selected for this project. As a vendor, company provided the products and act as a mentor to a group of students. Students are required to develop their own marketing strategies using the product given by their vendor. This project required students to demonstrate their ability to perform a connection between seller and buyer. At the end of this project, student should be able to increase their confidence level, communication, interpersonal skills and their ability in cognitive thinking. In addition, this project gives students opportunity to decide wisely the best decision for developing marketing strategies in satisfying the customers' needs in purchasing. Based from the final results, It showed that most of the students achieved a good performance in delivering the task. In conclusion, this project developed a good understanding to the students in planning and designing good marketing strategies in the real business industry.