



EXECUTIVE SUMMARY

This report highlights my internship which began 1 March 2023 and will end on 15 August 2023. I am pleased that I succeeded to complete my industrial training for 6 months in UiTM Kampus Bandaraya Melaka, as required by Bachelor of Business Administration (Hons.) Marketing.

In this report, based on my assessment and my view, I made a SWOT analysis for Marketing program in UiTM Kampus Bandaraya Melaka which contains strengths, weaknesses, opportunities, and threats as well as given some recommendations to improve the problems of Marketing program in UiTM Kampus Bandaraya Melaka.

The main objective of the industrial training is to give the students the real experience in workplace before entering the real job. Other than that, in this report, I have made my training reflection, SWOT analysis, recommendations and conclusions of the report.



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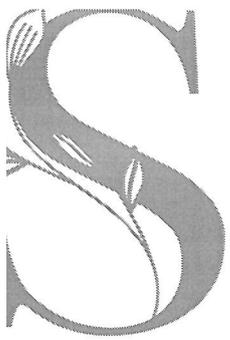
ACKNOWLEDGMENT

Bismillahirrahmanirrahim,

First of all, all praise is infinite for Allah SWT who gave the strength to complete this industrial training report. Thank you to UiTM Kampus Bandaraya Melaka for giving me the space and opportunity to do my practical training. My appreciation to Madam Norshiba and Madam Hazwani as my supervisor in the practical unit. Indeed, they give me a good experience and guidance towards my industrial training. Not to forget Miss Fariha who replaced Madam shiba due to maternity leave. I would like to thank also to Dr Zuhairah as my advisor throughout my 6 months of practice. I want to say a millions thanks to my advisor for guiding me to complete the industrial training report although I am the last person to submit the report.

I would like to express my sincere appreciation to all those who made this internship possible and contributed to its success. I am excited about the prospects that lie ahead and am confident that the skills and experiences gained during this internship will serve as a solid foundation for my future endeavors. I would like to thank my family for giving the opportunities to do practical training in UiTM Kampus Bandaraya Melaka.

Not to forgotten, my colleague during 6 months of practice, Siti Nur Izahh, who help me a lot by giving the guidance throughout my internship in practical unit. Will be missed all the laughter from others lecturers who are always bring happiness in level 6. Last but not least, I would like to thank to myself for successful going industrial training for 6 months. This internship has been an invaluable chapter in my life, and I am truly grateful for the opportunity.



TUDENT'S PROFILE



NURIN HANIM BT RAMZI

ENTHUSIASTIC MARKETING STUDENTS

PROFILE

I am currently a BA in Marketing Student from UITM Bandaraya Melaka. A person that really committed and dedicated to complete the task particularly in excellence result. Bringing forth a positive attitude and the willingness and motivation to learn new programs.

PARTICIPATION IN SELF-DEVELOPMENT ACTIVITY

DISTRICT LEVEL DEBATE COMPETITION 2015

- Participated in debate competition for Go-Green programs at SMK Putrajaya Presint 8(t)

TRENDS IN INTERNATIONAL MATHEMATICS AND SCIENCE STUDY (TIMSS) 2016

- Participated in Trends In International Mathematics And Science Study at SMK Putrajaya Presint 8(t)

INFORMATION AND COMMUNICATION TECHNOLOGY 2016 - 2017

- Successfully completed Information And Communication Technology (ICT) course in SMK Putrajaya Presint 8(t)

LANGUAGES

MALAY EXPERT ENGLISH PROFICIENT

MANDARIN BEGINNER



EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION (HONS.) MARKETING

2020 - Present
University Technology Mara (UITM)
Malaysia

DIPLOMA IN BUSINESS STUDIES

2018 - 2020
Kolej Profesional Mara (KPM)
Beranang

SKILLS

- MICROSOFT WORD
- MICROSOFT POWERPOINT
- MICROSOFT EXCEL
- CANVA
- INTERPERSONAL SKILLS



COMPANY'S PROFILE

UiTM Kampus Bandaraya Melaka, also known as UiTM City Campus Melaka, is one of the campuses of Universiti Teknologi MARA (UiTM) located in the state of Melaka, Malaysia. The campus is situated in the heart of Melaka city, contributing to its accessibility and vibrant atmosphere.

The establishment of UiTM Kampus Bandaraya Melaka dates back to the early 1980s when UiTM recognized the need to expand its facilities and accommodate a larger student population. Construction of the campus began in 1983, and it was officially opened in 1985.

The campus offers a wide range of academic programs across various disciplines, including business, engineering, computer science, architecture, design, and more. It caters to undergraduate and postgraduate students, providing them with quality education and practical skills relevant to the industry.

UiTM Kampus Bandaraya Melaka is known for its state-of-the-art facilities and modern infrastructure. The campus is equipped with well-equipped classrooms, laboratories, workshops, libraries, and computer facilities to support students' learning and research activities. It also provides amenities such as hostels, sports facilities, cafeterias, and recreational areas to enhance the students' campus experience.



COMPANY'S PROFILE

As part of the UiTM network, the campus follows the university's mission to produce competent professionals and contribute to the development of the nation. It strives to provide a conducive learning environment, foster academic excellence, and promote research and innovation.

The campus in Melaka also benefits from its strategic location. Melaka is a historically rich city known for its cultural heritage and tourist attractions. Students studying at UiTM Kampus Bandaraya Melaka have the opportunity to experience the unique blend of tradition and modernity that the city offers.

Overall, UiTM Kampus Bandaraya Melaka is a dynamic campus within the UiTM system, offering a diverse range of academic programs and providing students with a comprehensive learning experience. It plays a significant role in contributing to the education landscape of Melaka and producing skilled professionals for the country's workforce.

Mission and vision, objective and goals

- Mission

To lead the development of agile, professional bumiputeras through state-of-the-art curricula and impactful research.

- Vision

To establish UiTM as a Globally Renowned University of Science, Technology, Humanities and Entrepreneurship.

- Objective

1. To expedite accessibility to higher education
2. To provide world-class education
3. To offer competitive academic programmes that fulfil market needs, spearhead national development and promote global prosperity
4. To produce well-balanced, entrepreneurial graduates who are globally competent
5. To strengthen the internationalisation of values via enhancement programmes

- University logo

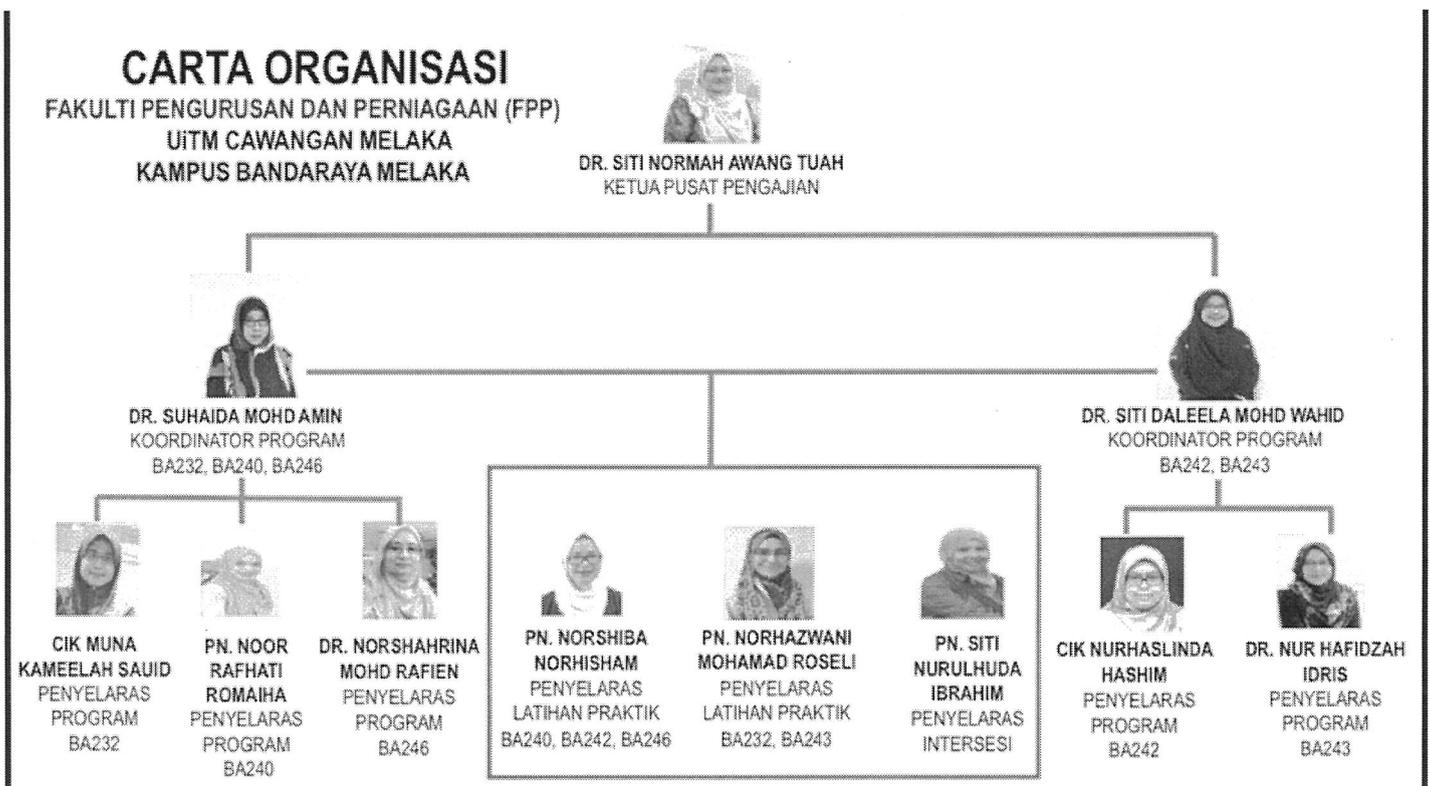
The logo incorporates four main colors:

- Dark Blue shows the maturity of an institute of higher learning, which offers different levels of study.
- Purple symbolises excellence in global knowledge.
- Yellow represents the sovereignty of the Malay kings and the struggle of the Malays in an effort to take the national education towards excellence.
- White shows the sacred and pure knowledge offered to the students.

The overall shape of the logo maintains the original shape in order to retain the identity of UiTM as the font of knowledge.

Organization chart

• FPP MANAGEMENT ORGANIZATION STRUCTURE



Product or services

UiTM Kampus Bandaraya Melaka is the 2nd UiTM branch in Melaka. It has only two types of faculty which is Faculty of Management and Business and Faculty of Hotel and Tourism Management. Faculty of Management and Business consists of five programs which is Bachelor of Business Administration (Hons.) Marketing, Bachelor of Office Systems Management (Hons.), Bachelor of Business Administration (Hons.) in International Business, Bachelor of Business Administration (Hons.) in Financial and lastly Bachelor of Business Administration (Hons.) in Human Resource Management. However, in Faculty of Hotel and Tourism Management only consists one program which is Bachelor of Science (Hons.) Tourism Management.

In addition, UiTM Kampus Bandaraya Melaka provide the accommodations for students who need place which is Kolej Tun Mamat for boys and Kolej Tun Mutahir for girls only. The facility such as 'Unit Kesihatan' are also provided by UiTM Kampus Bandaraya Melaka for those students who need their service. Furthermore, UiTM Kampus Bandaraya Melaka also have Library and Learning Resources for students and lectures to those who want to access to digital resources. The library consists of 2 level which is level 1 and level 12.

Other than that, at UiTM Kampus Bandaraya Melaka, there is also learning space which called 24 hours learning room at level 1 beside the library. This space is useful for students who wants to have some discussion or doing study group as the space is open for 24 hours. Student can also doing their research and assignments using the free Wifi that are provided to all students. This space are also available to all staff and lecturers.



RAINING'S REFLECTION

Duration: Specific date, working day and time

- From 1 March 2023 until 15 August 2023 which consists of 6 months, 24 weeks
- The working hours are from 8:00 a.m. until 5:00 p.m.
- Monday to Friday

Details: Department, roles, responsibilities, assignments , tasks.

My practical training started on Wednesday, 1 March 2023 at UiTM Kampus Bandaraya Melaka. I do my practical training at level 6 as a practical unit assistant under the management of Madam Shiba and Madam Hazwani. I undergo my practical from 1 March 2023 until 15 August 2023 with Madam Hazwani that being my supervisor for 6 months.

During my practical as an assistant in practical unit, my job scope is helping the practical coordinator by handle the application letter as well as do other tasks as directed by the practical training coordinator and the head of the faculty from time to time. Apart from the job scope that have being listed, every month, I have to make a logbook and register the arrival system through Eclock before and after work hours every day. Besides that, one of my daily tasks is to check the practical email FPP. Here I will check the company's practical answers, screen companies that want to apply for practical students, and promote the advertisement in the telegram group that has a student part 5 after being approved by the coordinator of the practical unit, Madam Hazwani.

There is a lot of events that I managed to hadle such as being the MC for "Jamuan Raya Lagi Fpp", being as an assistant during initial briefing of industrial training for Madam Shiba and Madam Hazwani and being liaison officer for Indonesia lectures that came to UiTM Kampus Bandaraya Melaka for 5 days. It is a nice experience and a good exposure for me who always in the practice unit.

S WOT ANALYSIS

S

Strengths

- Develop skills
- Practical approach

W

Weaknesses

- Having high credit hours
- Having limited student intake

O

Opportunities

- Highly job demand market
- Industry projects and collaboration

T

Threats

- Ignorance of marketing course
- Competitive between faculty programs

STRENGTHS

• Develop skills

The strength for Marketing programs is develop skills. According to The Most In-Demand Skills For Marketers (Tequia Burt, 2023), management skills, digital marketing skill, advertising skills are listed in the top 10 list that have been mentioned. As for management skills, these top abilities uncover a few intriguing patterns with regards to showcasing. Obviously, businesses aren't only searching for promotion specialists when they employ them for showcasing positions. All things being equal, with abilities like "the executives," "correspondence," "authority," and "venture the board" in such popularity in 2023, they're searching for experts who can oversee themselves as well as other people, who figure out the more extensive objectives of the whole association, and who can add to these objectives in a proactive manner.

Next, digital marketing skills. Every year, the terms "digital marketing" and "marketing" become more interchangeable, and by 2023, recruiting managers will be looking for digital marketing expertise regardless of specialisation. It's easy to see why, almost no firm today could function without a comprehensive digital marketing plan, and the more vital such strategies become, the more critical it is to have an expert directing them.

Therefore, The Bachelor of Business Administration (Hons.) Marketing curriculum at UiTM Kampus Bandaraya Melaka's Faculty of Business Management is designed to train and expose students to important marketing concepts and methods. It will also provide them with a thorough understanding of marketing through real-world case studies and industry networking. Students will be able to work as marketing experts in both domestic and worldwide businesses. In this program, the students will be covered with Strategic Marketing, Business Marketing, Digital Marketing, Global Marketing, Relationship Marketing, Channels Marketing, Product Management, Marketing Communication, Understanding Consumers and Marketing Research.

In addition, this Marketing program offers students the opportunity to learn the third language which is Mandarin. Marketing's students will be study for 3 semesters, starting from semester 1 until semester 3 which contain "Introductory Mandarin (I), Introductory Mandarin (II), and Introductory Mandarin (III). During Mandarin class, students will be learn how to write and the technique of mandarin letters as well as the daily words in Mandarin.

In UiTM Kampus Bandaraya Melaka, there are lecturers who have very good skills to teach Mandarin. Nowadays, the premium level of the labor market is someone who can speak multiple languages. As a marketing student, one of the biggest benefits of learning Mandarin is speaking with stakeholders around the globe. Learning the third language can be more empathetic, tolerant, and less judgmental towards diverse cultures and ideas. Knowing any widely spoken language opens up a whole new world of communication possibilities.

STRENGTHS

• Practical approach

Next, the strength for Marketing program is practical approach. The Marketing program at UiTM Kampus Bandaraya Melaka focuses on practical skills development, providing students with hands-on experience through industry projects and internships. This practical approach enhances students marketability by equipping them with relevant skills. For example, the real-life projects which means the Marketing program involve real-life marketing projects that students have to work on individually or in groups. These projects could be centered around developing marketing plans, conducting market research, creating advertising campaigns, or solving marketing challenges for actual businesses.

The famous Russian playwright Anton Chekhov said, "Knowledge is of no value unless you put it into practice". Even if students read about a fact or a lesson in the best way possible, it will not get straight to their mind. Working on a practical project will allow them to be a part of it while also gaining a deeper comprehension of the content because it contains everything, it depicts an entire experience.

Furthermore, Marketing program for practical projects' main purpose is to student knowledge and prepare for real-life problems in their career path. If the students are theoretically powerful, they will simply be a candidate who understands a lot of things. However, if the students are given the opportunity to manage and solve the challenges that their learning partners are experiencing, they will be able to become an experienced candidate with hands-on experience. Participating in the programme's initiatives will help the Marketing students to stand out from the crowd when applying for jobs and land the job of their dreams.

WEAKNESSES

- Having high credit hours

The Bachelor of Business Administration (Hons.) Marketing is a program with high credit hours per semester compared to others program. In UiTM Kampus Bandaraya Melaka, the credit hours for Marketing program is 121 compared to others program, International Business which only have 120 credit hours per semeste. The picture below shows the credit hours between Marketing program and International Busines.

NO	COURSE	CREDIT HOURS	NO	COURSE	CREDIT HOURS
01	ENGLISH	3	22	STATISTICS	3
02	ENGLISH	3	23	STATISTICS	3
03	ENGLISH	3	24	STATISTICS	3
04	ENGLISH	3	25	STATISTICS	3
05	ENGLISH	3	26	STATISTICS	3
06	ENGLISH	3	27	STATISTICS	3
07	ENGLISH	3	28	STATISTICS	3
08	ENGLISH	3	29	STATISTICS	3
09	ENGLISH	3	30	STATISTICS	3
10	ENGLISH	3	31	STATISTICS	3
11	ENGLISH	3	32	STATISTICS	3
12	ENGLISH	3	33	STATISTICS	3
13	ENGLISH	3	34	STATISTICS	3
14	ENGLISH	3	35	STATISTICS	3
15	ENGLISH	3	36	STATISTICS	3
16	ENGLISH	3	37	STATISTICS	3
17	ENGLISH	3	38	STATISTICS	3
18	ENGLISH	3	39	STATISTICS	3
19	ENGLISH	3	40	STATISTICS	3
20	ENGLISH	3	41	STATISTICS	3
21	ENGLISH	3	42	STATISTICS	3
22	ENGLISH	3	43	STATISTICS	3
23	ENGLISH	3	44	STATISTICS	3
24	ENGLISH	3	45	STATISTICS	3
25	ENGLISH	3	46	STATISTICS	3
26	ENGLISH	3	47	STATISTICS	3
27	ENGLISH	3	48	STATISTICS	3
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40	ENGLISH	3	61	STATISTICS	3
41	ENGLISH	3	62	STATISTICS	3
42	ENGLISH	3	63	STATISTICS	3
43	ENGLISH	3	64	STATISTICS	3
44	ENGLISH	3	65	STATISTICS	3

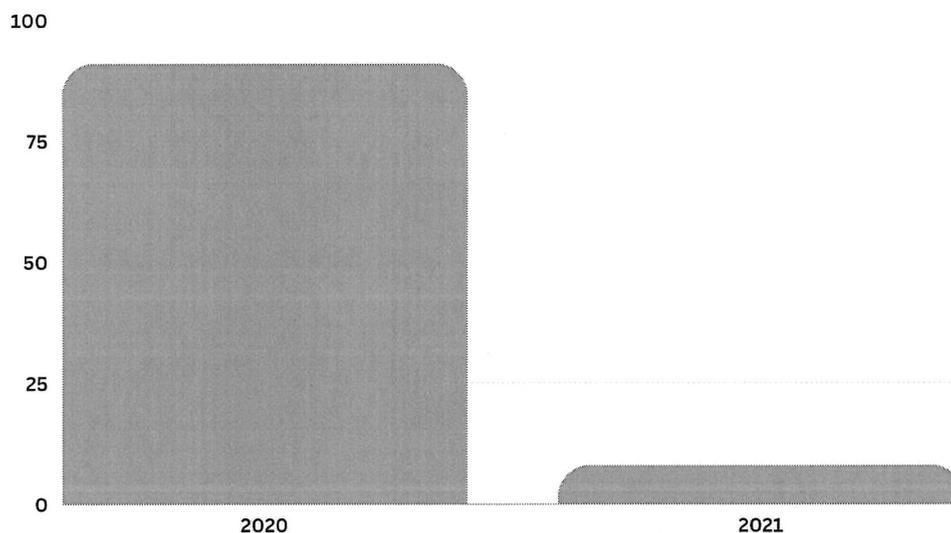
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05	ENGLISH	3	26	STATISTICS	3
06	ENGLISH	3	27	STATISTICS	3
07	ENGLISH	3	28	STATISTICS	3
08	ENGLISH	3	29	STATISTICS	3
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39	ENGLISH	3	60	STATISTICS	3
40	ENGLISH	3	61	STATISTICS	3
41	ENGLISH	3	62	STATISTICS	3
42	ENGLISH	3	63	STATISTICS	3
43	ENGLISH	3	64	STATISTICS	3
44	ENGLISH	3	65	STATISTICS	3

These high credit hours can be bring a bad impact on students. From living alone to juggling chores and studying, among other things, university life might be one of those times in the life when the students wish for a day with more than 24 hours. The number of tasks that must be completed in a single day can be excessive, to the point where develop irregular sleeping patterns and establish a habit of completing everything only before their deadlines.

WEAKNESSES

- **Having limited students intake**

Next, the weaknesses for Marketing program is having limited students intake. UiTM offers mainly 2 intake sessions which is in March and September based on the level of study offered. UiTM has its own criteria for students to apply, which is open to SPM leavers, STPM leavers, Diploma, Master and Phd graduates. Nowadays, to helps the undergraduates to grow their professional network and the communication skills, higher education will makes them feel more financially, socially secure and professional. The chart below shows the difference numberin the year 2020 and 2021 for Marketing program.



In the year 2020, the students intake for Marketing students is 91 students while in the year 2021, the students intake for Marketing students is only 8 student. It shows a very sharp drop in student intake for Marketing student. The cause of limited student intake in this program is due to the lack of exposed to marketing program as many students does not know what can they be in the future. Efficient exposure can attract the attention of students to bring them closer to the Marketing program, therefore can increase the number of existing intakes.

OPPORTUNITIES

- **Highly job demand market**

The opportunities for Marketing program is highly job demand market. Part of Malaysia's shift to the digital space is the evolution of sales and marketing. Many companies are now aware of the importance of digital marketing with today's generation of customers. Digital consumption and interaction have increased over the years and have accelerated further during the pandemic. This has opened up new roles in companies trying to leverage this new market opportunity. A digital marketing specialist is an ideal job for those who want to create, manage, and execute digital marketing campaigns. Thus, it is one of the most in-demand jobs for the future.

A marketing analyst role is for those who have expertise in data analysis. Meanwhile, jobseekers who have a passion for social media can find a role as social media managers. There are also plenty of roles in content marketing, whether it's as writer or editor for written content, or video producer or graphic artist for video content. Digital marketing is the new name of the game in marketing and sales today. It is an industry filled with many opportunities especially for jobseekers who are eager and willing to upskill and learn new things.

In UiTM Kampus Bandaraya Melaka, the students will study the subject of Digital Marketing during their 4th semester as this subject is currently on the list of jobs that have the highest demand. According to the LinkedIn, there is 860,000 positions that are available in the company which is "Digital Marketing Specialist" that is one of the top ten most in demand careers. Furthermore, other digital market skills that are also in high demand is content planning, social media, analytics and SEO. This is because the number of connected positions which is relatively large as well as the digital marketing strategies that have so many dimensions.

OPPORTUNITIES

• Industry projects and collaboration

Next, the opportunities for Marketing program is industry projects and collaboration. Marketing program has been collaborated with local businesses which is Ittihad Trading for marketing projects. Based on this collaboration, students can work on real marketing challenges and provide solutions to actual clients, gaining exposure to real-world scenarios.

Collaboration can be incredibly beneficial for marketing students in various ways. There are some of the key advantages which is skill complementarity. It is mean by different students bring different skills to the table. Some may excel in creative design, others in data analysis, and some in communication. Collaborating allows student to leverage each other's strengths and fill in each other's weaknesses, resulting in more comprehensive and well-rounded marketing projects.

In UiTM Kampus Bandaraya Melaka, students can enhanced learning which means working together on marketing projects allows them to learn from each other. They can share knowledge, discuss theories, and exchange experiences, which can deepen their understanding of marketing concepts and strategies. Other than that, increased productivity which is when the students collaborate, tasks can be divided based on individual strengths and interests, which often leads to increased productivity. By dividing the workload, they can achieve more in less time.

Hence, collaboration offers marketing students a wealth of benefits, from improved learning and productivity to enhanced interpersonal and communication skills. Embracing teamwork during the student studies will prepare them for a successful and rewarding marketing career.

THREATS

• Ignorance of marketing course

The threats of Marketing program is the ignorance of marketing course. When we talk about marketing, the teenagers might not know the benefit of taking this course as they not have been exposed about this course. They also not know that this marketing course is high demand for nowadays environment.

The students missed the opportunities to learn about marketing while there is a lot of job opportunities related to marketing that are in high demand. Marketing courses often include practical projects, case studies, and internships that provide valuable hands-on experience. Ignorance of the course may result in students missing out on these opportunities to apply theoretical knowledge to real-world situations.

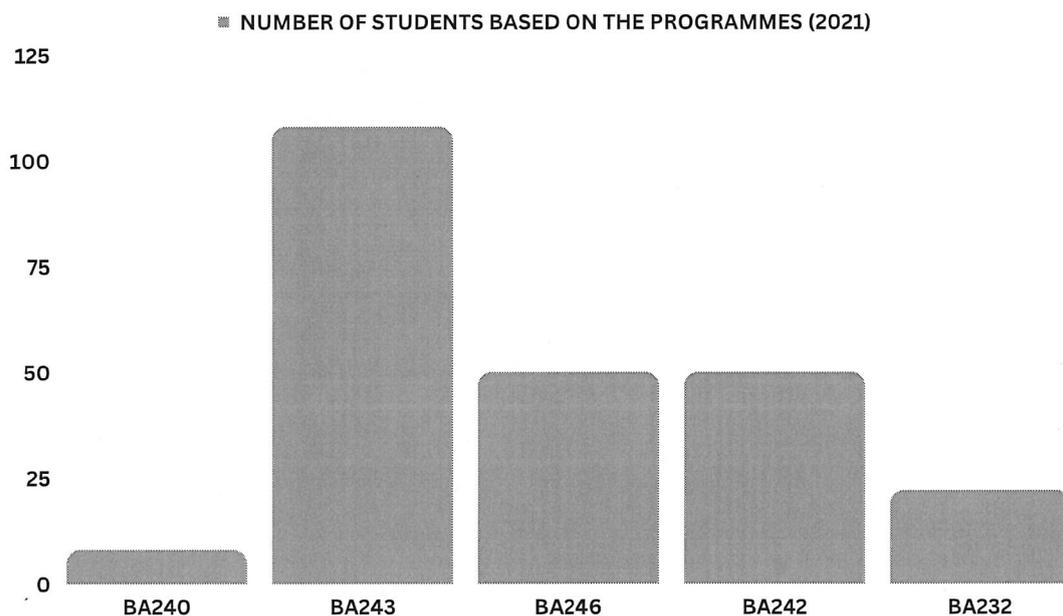
Next, lack of engagement as the students who are unaware of the course content may become disinterested and disengaged in class discussions, lectures, and activities. This lack of engagement can hinder their learning and personal growth. It shows that this subject is important to be exposed to students to prevent this kind of thing from happening.

In UiTM Kampus Bandaraya Melaka, they don't give much exposure about the advantages of taking Marketing programs. There is several branch that offered Marketing program such as in UiTM Cawangan Perlis, UiTM Cawangan Kedah, UiTM Cawangan Selangor, UiTM Cawangan Kelantan, UiTM Cawangan Johor, Uitm Cawangan Sabah and lastly, UiTM Cawangan Sarawak. The ignorance of Marketing course will result limited networking opportunities which means marketing courses offer networking opportunities with professors, industry professionals, and fellow students. Ignorance of the course may result in missed chances to establish valuable connections within the marketing field.

THREATS

- **Competitive between faculty programs**

Next, the other threats for Marketing programs is the competitive between faculty programs. In UiTM Kampus Bandaraya Melaka, there is 5 bachelor programs which is Marketing, Human Resource Management, International Business, Finance and lastly Office Management System. The chart below shows the number of students between faculty programs in the year 2021.

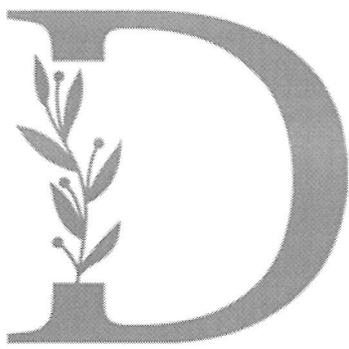


In the year 2021, it shows that the numbers of students for Marketing programs (BA240) is only 8 students while the numbers of students for Human Resource Management (BA243) is 108 students and for Office Management Systems (BA232) has 22 students. The others program which is International Business (BA246) has 50 numbers of students same as Finance (BA242) .

In addition, while marketing is a vital and respected field, there are certain negative perceptions associated with the marketing course or profession that some individuals may hold. Some of the negative perceptions for marketing courses include deceptive advertising which means there may be concerns that marketing courses encourage students to create misleading advertisements that exaggerate product benefits or conceal potential drawbacks as well as intrusive advertising which means negative perceptions that may arise due to the use of intrusive advertising methods, such as aggressive pop-up ads or spam emails, which can irritate consumers.

Environmental concerns means that some people believe that marketing often promotes products or services that may be harmful to the environment, contributing to overconsumption and waste are also the reason why Marketing is getting negative perceptions. SPM leavers are the people who are affected by this factors. In some cases, marketing students may face skepticism about the credibility of their claims or recommendations, as they could be perceived as biased towards promoting their company's interests.

It's crucial to note that these perceptions may not accurately represent the entire marketing field or the principles taught in marketing courses. Ethical marketing practices, consumer-centric strategies, and responsible advertising are essential components of modern marketing education. The discipline aims to create value for consumers while meeting the objectives of businesses in a transparent and ethical manner. Addressing these negative perceptions requires a focus on promoting responsible marketing practices and highlighting the positive impact of marketing on businesses and society.



DISCUSSION AND RECOMMENDATION

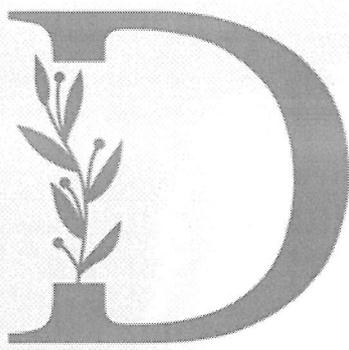
STRENGTHS

• Develop skills

I recommend applying soft skills development. Soft skill development refers to the process of improving and enhancing one's non-technical or interpersonal skills. These skills are more related to how a person interacts with others, communicates, and manages themselves in various situations. Unlike hard skills, which are specific and measurable abilities related to a particular job or task, soft skills are transferable and valuable in both personal and professional contexts. In addition to technical skills, the course should focus on developing soft skills such as communication, presentation, teamwork, and leadership, as these are crucial for success in the marketing industry.

Marketing students in UiTM Kampus Bandaraya Melaka should apply soft skills that include communication which means effective verbal and written communication, active listening, and the ability to convey ideas clearly. Other than that, conflict resolution which means managing and resolving conflicts or disagreements in a constructive manner are also the soft skills that Marketing students should apply to become a better person.

Soft skills are essential for personal development, career advancement, and overall success in various aspects of life. They are highly sought after by employers as they contribute to a positive work environment, effective teamwork, and the ability to handle challenges and uncertainties. Soft skill development can be achieved through various means, including workshops, training programs, practice, feedback, and self-reflection. It's an ongoing process that requires continuous effort and a willingness to improve and grow.



DISCUSSION AND RECOMMENDATION

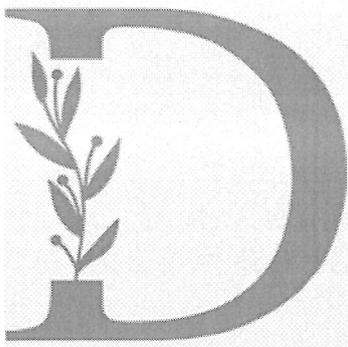
WEAKNESSES

- **Having high credit hours**

As for the weaknesses, I would recommend UiTM Kampus Bandaraya Melaka to re-evaluate the credit hours for Marketing program. They should conduct a needs assessment. For examples, gather the feedback from students who have taken the course in the past, current students, and faculty members. Analyze their opinions on the course's difficulty level, workload, and the time required to complete assignments and projects. Other than that, align with learning outcomes which means UiTM Kampus Bandaraya Melaka should ensure that the credit hours align with the learning outcomes of the course. If the course aims to develop specific skills and competencies, the credit hours should reflect the time and effort required to achieve those outcomes.

Marketing students in UiTM Kampus Bandaraya Melaka should apply soft skills that include communication which means effective verbal and written communication, active listening, and the ability to convey ideas clearly. Other than that, conflict resolution which means managing and resolving conflicts or disagreements in a constructive manner are also the soft skills that Marketing students should apply to become a better person.

Studying for long periods without adequate breaks and rest can have diminished focus and concentration which means studying for long periods can lead to mental fatigue, reducing focus and concentration, making it harder to retain information effectively as well as having sleep disruptions because of studying for a long periods. Long study sessions may interfere with regular sleep patterns, affecting overall cognitive function and memory consolidation. By doing this, the students can also reduce their learning stress and help them be active in participating in co-curricular areas or programs under UiTM, which can be used as their basic skills in the future of their careers.



DISCUSSION AND RECOMMENDATION

OPPORTUNITIES

• Highly job demand market

I would recommend UiTM Kampus Bandaraya Melaka to invest in marketing technology: With the increasing importance of digital marketing which is the high job demand market nowadays, universities should invest in marketing-related software and tools. Students should have access to industry-standard platforms to learn and practice marketing techniques effectively.

Marketing technology or are often referred as MarTech, encompasses various software tools, platforms, and technologies designed to streamline and optimize marketing processes. Martech trends do not appear and disappear overnight but emerge and fade from the limelight (Christine Crandell,2023). With this investing, UiTM Kampus Bandaraya Melaka can improved efficiency which means marketing technology can automate repetitive tasks, such as email marketing, social media posting, and lead nurturing, freeing up valuable time for marketers to focus on strategic planning and creative initiatives.

In addition, Marketing students can give a better customer experience if they manage to use MarTech. Marketing technology enables personalized and targeted marketing campaigns, leading to improved customer experiences and increased customer satisfaction. Ultimately, investing in marketing technology requires a careful assessment of your business goals, marketing strategy, and available resources. When chosen and implemented wisely, marketing technology can become a powerful asset in driving business growth and success.



DISCUSSION AND RECOMMENDATION

THREATS

• Ignorance of marketing course

As for the threats, I would recommend UiTM Kampus Bandaraya Melaka to implement the program in collaboration with external companies. For examples. A brief overview of conferences or seminars that can held at UiTM as well as it also helps to improve UiTM's reputation. Other than that, peer-to-peer sharing sessions are also can be held at the UiTM Kampus Bandaraya Melaka by their alumni. Peer-to-peer sharing is effective because students tend to believe the information as they learn from their classmates rather than from large faceless institutions.

By doing this collaboration with external companies, UiTM Kampus Bandaraya Melaka maintains strong ties with the industry, including partnerships with local businesses and organizations. These connections often lead to internship and job placement opportunities for students. Engaging with industry professionals and gaining practical experience during the course of study enhances students' marketability and increases their chances of securing employment upon graduation.

Furthermore, collaborating with external companies can offer numerous benefits to businesses, fostering innovation, growth, and expanded opportunities. Several factors to success in this collaboration is having clear communication between two parties which means establish open and transparent communication channels between the collaborating teams to maintain clarity and avoid misunderstandings.



In conclusion, this internship at UiTM Kampus Bandaraya Melaka has been an exceptional opportunity for personal and professional growth. I leave with a sense of accomplishment and enthusiasm for the future, knowing that the experiences gained here will continue to shape my career trajectory. I am excited to apply the skills and insights acquired during this internship as I move forward, confident that they will serve as a strong foundation for my future endeavors.

While conducting SWOT analysis for Marketing program, I realized that UiTM Kampus Bandaraya Melaka has diverse range of perspective. Being the biggest number of having many branch in Malaysia will not run away from having shortcomings. As a result, I believe that the swot analysis that I have listed can help UiTM Kampus Bandaraya Melaka to overcome the problems. Aside from that, I believe that many students are interested in further studies at UiTM Kampus Bandaraya Melaka because of the top management and all the lectures are giving full committed to guide the students no matter what program are they from until becoming a successful student that can graduate on time (GOT).

I would like to thank UiTM Kampus Bandaraya Melaka for providing students the best service and experience during Industrial Training periods. Finally, I am eager to continue building upon the lessons learned and striving for excellence in all my future undertakings. This internship has been an invaluable chapter in my life, and I am truly grateful for the opportunity.

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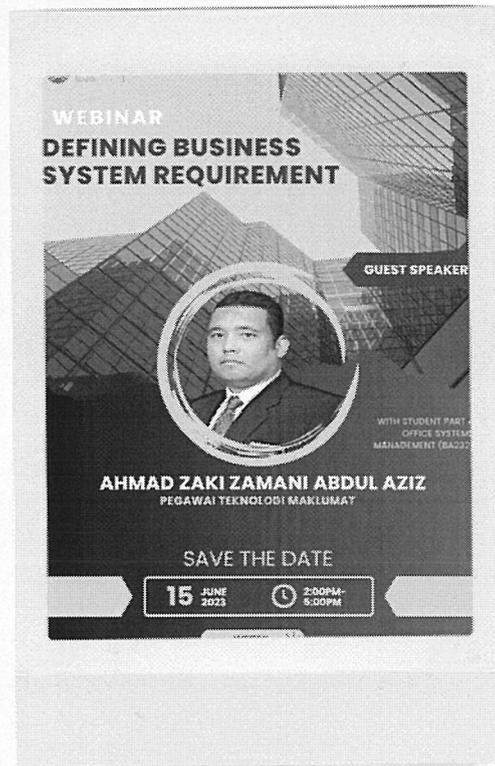
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APPENDICES

• Figure below shows the poster and slide design that I have create.



POLISI UNIT LATIHAN INDUSTRI

elidik **LATAR BELAKANG** yarikat, *nature of work*, emudahan pengangkutan, mpakat tinggal, kos sara hidup **EBELUM** memohon.

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TIDAK BOLEH MENUKAR tempat LI sekiranya telah mula menpalani latihan praktik.

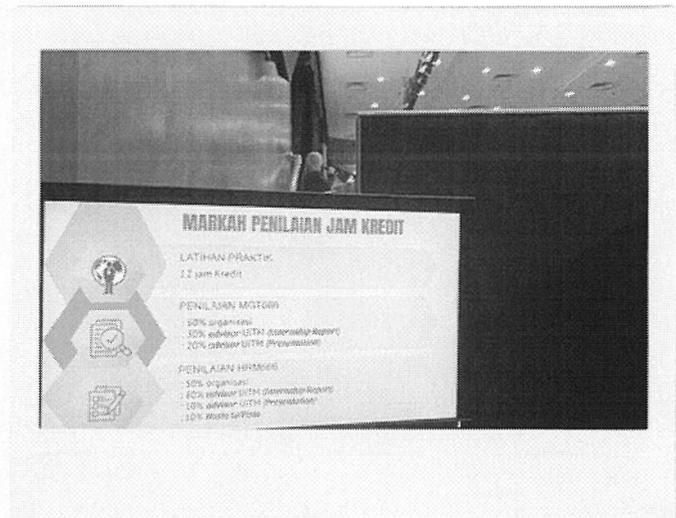
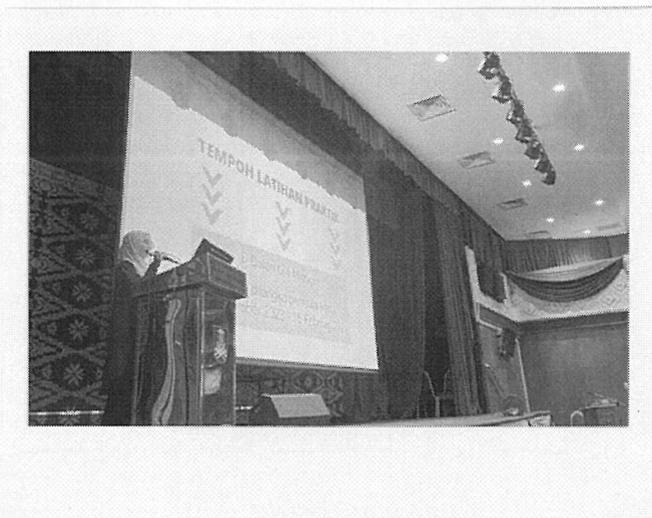
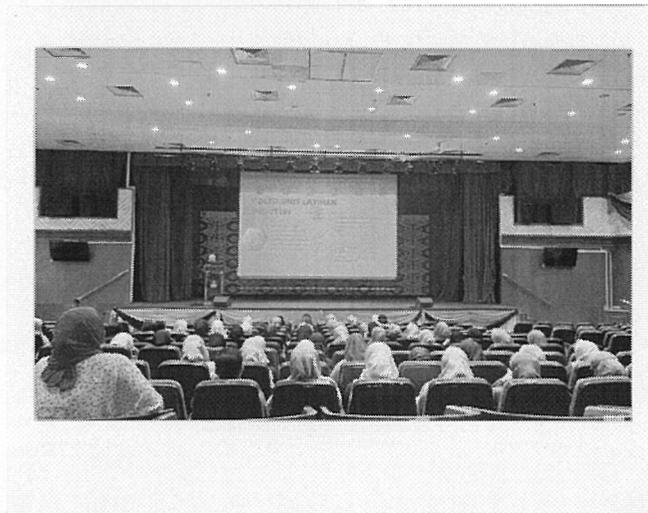
1 SURAT PERMOHONAN sahaja yang akan dikeluarkan oleh unit LI (menggunakan letterhead UTM)

* KANDUNGAN LAPORAN (9 BAHAGIAN/PARTS) *

- PART 1: Preliminary pages
- PART 2: Student's profile
- PART 3: Company's profile
- PART 4: Training reflection
- PART 5: Company SWOT analysis
- PART 6: Discussion & recommendation
- PART 7: Conclusion
- PART 8: References
- PART 9: Appendices

A PPENDICES

• The figure below shows the initial briefing of industrial training.





APPENDICES

- The figure below shows the activity for being liaison officer for Indonesia lecturer and for being Mc of the 'Jamuan Fpp Raya Lagi'.

