

MARKETING FIESTA: FROM THEORY TO PRACTICAL

Marketing students guided by lecturer, Ms. Grace Phang Ing, successfully organized a 3 days marketing fiesta as part of their final assessment. The objective of having the marketing fiesta is to expose the students from theory into practical. The result shown a number of students which were divided into several groups running a business which emphasized on how they come out with their marketing strategy to market their product. The program could also instill their attitude to see entrepreneurship as an option for their career.

“As a student majoring in marketing, it is very important for them to know the skills and knowledge in marketing their product, how they communicate to their potential customers is very important, that is why we organize this fiesta, to polish their skills” comment Ms. Grace Phang Ing, who teaches the marketing subject.

