

<b>Programme Name / Nama Program</b>	Executive Master of Business Administration in Corporate Sales and Marketing
<b>Consultant Name / Nama Konsultan</b>	Pacific Institute of Technology (PIT)
<b>Address/ Alamat</b>	Pacific Institute of Technology (PIT) Ground Floor, Kompleks Penchala 50, Jalan Penchala, Off Jalan Templer 46050 Petaling Jaya, Selangor Darul Ehsan
<b>Duration / Tempoh Pengajian</b>	15 bulan
<b>Fees/ Yuran Program</b>	RM 19,800.00

### **CURRICULUM STRUCTURE**

<b>NO</b>	<b>MODULE/ COURSE</b>
1.	Advanced Management
2.	Human Capital Management
3.	Business Communication
4.	Ethics in Corporate Leadership
5.	Marketing Management
6.	Corporate Strategy
7.	Corporate Financial Analysis
8.	Buyer Behaviour and Decision Making
9.	Integrated Marketing Communication
10.	Services Marketing
11.	Business Research Methods
12.	International Marketing Strategy

### **Programme Coordinator:**

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