

PRACTICUM REPORT GUIDELINE
 Bachelor of Marketing (B. Mktg)
 School of Business Management (SBM), COB

- i. Acknowledgement
- ii. Certification
- iii. Table of contents
- iv. List of tables
- v. List of figures

1.0 Introduction
1.1 Company Information
1,2 Practicum work responsibility
2.0 Information on Organization
2,1 Brief history
2,2 Mission of organization
2.3 Core value of the organization
2.4 Objective of the organization
2.5 Product or service
2.6 Department team
2.7 General structure of the organization
2.8 Board of Director
2.9 Management Team
3.0 Information on Department
3.1 Structure of department
3.2 Objective of department
3.3 Roles of the department in organization
4.0 Analysis
4.1 Marketing environment analysis
4.1.1. Macro environment influences
4.1.2 Micro environment influence
4.2 Marketing strategies analysis
4.2.1 Analysis of market situation
4.2.2. Assessment of opportunities and threats
4.2.3 Specification of marketing objectives
4.2.4 Formulation of marketing strategies
4.2.5 Preparation of action programs and budgeting
4.2.6 Development of control procedures
4.3 Organization and management structure analysis
4.4 Marketing research systems and information systems
4.5 Productivity analysis
4.6 Marketing functional areas analysis

4.7 SWOT analysis
4.8 TOWS matrix
5.0 Experience Gained
5.1 Job description
5.2 Job experience
5.3 Practical training outcome
6.0 Conclusion
Conclusion on student's overall feeling and satisfaction on practicum experience within the organization.

References

Attachment/Appendices