

Subject Code	APSS352
Subject Title	Marketing Strategies and Skills in Human Services
Credit Value	3
Pre-requisite/ Co-requisite/ Exclusion	<u>Pre-requisite:</u> APSS331 Management in Human Services
Objectives	<p>The objectives of this subject are to:</p> <ol style="list-style-type: none"> 1. comprehend marketing skills, in the particular context of human service; 2. recognize the importance of marketing in human services; 3. grasp the process, knowledge and skills in marketing; 4. demonstrate what they learn in human services. 5. analyze marketing information in marketing decisions