



PROGRAMME PROFILE

- Programme Duration (Hour): 12 Hours (2 Days)
- Programme Level: Intermediate
- Technology Field: Art Design and Creative Multimedia Technology

PROGRAMME ASSESSMENT

Module	Type of Assessment
1. Product Market Research using LLMs	Oral Presentation
2. Gen AI for Creative Product Ideation using Design Thinking	Portfolio
3. AI-Powered Interactive Web App Generation	Portfolio
4. Video Prototyping with Generative AI Tools	Portfolio
5. AI-Powered Product Web App Generation	Project-Based Assessment
6. AI-Driven Marketing Campaign Testing	Project-Based Assessment

TARGET TRAINEES

- Product Managers and Developers
- Digital Marketing and Brand Strategists
- Creative Media and UI/UX Designers
- Web Developers and Technologists
- Entrepreneurs and SME Owners



Creative-Generative AI for Product Ideation, Prototyping, and Marketing

Malaysia Board of Technologists (MBOT) Professional Development Certification (PDC)

FEES

RM1,500 (Per Pax)
Minimum Group: 5 pax
Maximum Group: 30 pax

VENUE

Depending upon the request of the trainees, the training may be held at either:

- UBS training room in Kuching
- In-house (upon the request of organizations)

CONTACT

UNIMAS Business School
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PROGRAMME OVERVIEW

Professional Development Certification (PDC) is one of the core functions of the Technology and Technical Professional Development Council (TPDC), under the Malaysia Board of Technologists (MBOT).

PDC ensures that training programmes and short courses in the technology and technical sectors meet rigorous industry standards, contributing to the continuous professional development of technologists, technicians, and other professionals.

Courses Clasification	Credit Hours EP
Technology	10
Non Technology	2
Total Credit Hours	12

PROGRAMME OBJECTIVES

1. To apply generative AI in business.
2. To use AI tools for product innovation.
3. To build creative skills in ideation, prototyping, and marketing using AI

PROGRAMME CONTENT

- M1 – Product Market Research using LLMs
- M2 – Generative AI for Creative Product Ideation using Design Thinking
- M3 – Product Prototyping with AI Image Generators
- M4 – Video Prototyping with Generative AI Tools
- M5 – AI-Powered Interactive Web App Generation
- M6 – AI-Driven Marketing Campaign Testing

Tentative Schedule	Exact Date
July – Sept 2026	7-8/07/2026
July – Sept 2026	6-7/10/2026
Oct – Dec 2026	10-11/11/2026
Oct – Dec 2026	25-26/11/2026

PROGRAMME SYNOPSIS

This programme introduces participants to the practical applications of Generative AI tools, covering large language models (LLMs), image generators, video generators, and web app generators.

Participants will learn how to use these tools for product ideation, prototyping, and marketing campaigns. Through guided projects, they will build AI-generated outputs such as market research reports, product mock-ups, demo videos, and interactive prototypes.



eg: (2) days of face-to-face sessions



eg: Guided face to face & online learning through our Learning Portal

