

Headline	Curtin marketing students attend briefing by HLS		
MediaTitle	New Sarawak Tribune		
Date	19 Oct 2011	Color	Black/white
Section	News	Circulation	46,471
Page No	9	Readership	164,773
Language	English	ArticleSize	363 cm ²
Journalist	N/A	AdValue	RM 979
Frequency	Daily	PR Value	RM 2,937



Curtin marketing students attend briefing by HLS

BY ZAINON TALIP

MIRI: Thirty third-year marketing students from the School of Business, Curtin University Sarawak (Curtin Sarawak) recently attended a briefing by the Human Life Service of Miri (HLS), a non-governmental organisation (NGO) which provides support to young mothers facing life crises due to pregnancy.

The briefing is an essential component of the Marketing Professional Practice 300 Unit and compulsory for all students taking the unit.

The briefing enabled the students to have a better insight of the internal management of a typical NGO and its role in fulfilling the needs of the local community, following which they are to work on individuals and group assignments based on their findings.

According to HLS Miri representative Dorothy Kuek, the HLS was founded in 1995 to save the lives of innocent and vulnerable

unborn babies. It is a lay-apostolate organisation under the sponsorship of the Catholic Diocese of Miri and provides support, guidance and shelter to pregnant mothers in distress.

In addition, the pro-life and pro-family organisation reaches out to the community regardless of religion and race to educate them on related topics including the value and dignity of life, sex education, family planning, responsible parenthood and HIV/AIDS.

“Over the years, HLS Miri has carried out numerous educational programmes such as pre-marriage courses for engaged couples,” she added.

Kuek praised the staff and students of Curtin Sarawak for their continued support of HLS Miri through various volunteering activities.

Also present at the briefing were Shamsul Kamariah Abdullah, Dean of the School of Business, and marketing lecturer Joseph Sia.



KUEK (seated, 3rd right), Joseph Sia (seated, 2nd right) and Shamsul Kamariah (standing 2nd row, 2nd right) posing with the students after the briefing.