

Diploma in Marketing

(R/342/4/0141)(09/20)(A11235) (KL Campus)

The Diploma in Marketing equips you for the real world of business where you must be able to create marketing campaigns that strengthen the brand, generate new prospects, bring in new customers, and retain loyal fans. This Diploma is a very exciting course for those of you who are interested in a career in marketing or to start up a business venture. SPM school-leavers who have obtained at least 3 credits in your SPM results (including a pass in BM and Sejarah) are eligible to enrol directly into the Diploma in Marketing course. (And for those of you who do not qualify for the Diploma course, but has at least 1 credit in SPM, you are eligible to enrol into our Certificate in Business Administration programme, after which, you will be able to enter into this Diploma programme.)

The Diploma in Marketing is recognised by the Ministry of Higher Education and accredited by the Malaysia Qualification Agency (MQA). Upon your graduation with this qualification, you will have the option to further your studies towards your choice of either the Bachelor of Business Administration (Hons) or the Bachelor of Accountancy (Hon). You may also choose to gain some work experience by starting your career in any of the industries, from banking to industrial, consumer products, media and advertising, or even start your own e-commerce business!



Intakes:

- January
- May
- September



Duration:

- 6 semesters / 2 years



Campus:

- KL Campus



Entry Requirement:

- 3 credits in SPM including a pass in BM and Sejarah.
- or equivalent.

Why
Choose
Us



Affordable Fees



Award-Winning Institution



Over 3 Decades of Experience



Over 9,000 Graduates



Strategic Campus Location



Industry-Driven Methodologies

Course Fee

Registration Fee: **RM1,000**

Tuition Fee: **RM15,000**