Since 1985

DIPLOMA IN
DIGITAL
MARKETING

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No. Kelulusan Penubuhan : KP(JPS)5195/IPTS/1077, No. Perakuan Pendaftaran : DK217(S)

PROGRAMME OVERVIEW

The Diploma of Digital Marketing provides students with sound theoretical & applicable knowledge of marketing to enable them to progress their career prospects in sales and marketing. This programme also develops students with skills that are needed to analyse market needs and trends, define target markets and unlock business opportunities in a competitive environment.

WHAT IS THE CORE AREAS OF MY STUDY?

- Cyber Security
- Database Management
- Digital Marketing
- Mobile Computing
- Web Development

CAREER OPPORTUNITIES

- Branding Specialist
- Content Marketing Developer
- Digital Marketing Executive
- Media Content Strategist
- Social Media Executive

Graduates may also consider articulating into bachelor degree in selected Universities both locally and oversea in the similar field.

ENTRY REQUIREMENTS

- SPM with 3 credits in any subjects or
- Any other equivalent qualification

INTAKES

January, April & August

DURATION

2 years

PROGRAMME MODULES

Core:

- Business Mathematic
- English for Business Communication
- Fundamentals of Accounting
- Macroeconomics
- Microeconomic
- Principles of Management
- Principles of Marketing
- Statistics

Concentration:

- Business Communication
- Commercial Law
- Consumer Behaviour
- Cyber Security
- Database Management
- Digital Marketing
- Entrepreneurships
- Industrial Attachment
- International Marketing
- Marketing Research
- Mobile Computing
- New Product Development and branding
- Public Relations
- Public Speaking
- Sales Management
- Service Marketing
- Web Development

MPU:

- Community Services
- Interpersonal Communication Skills / Bahasa Kebangsaan 2*
- Malaysian Studies 2 (Local Students) & Communication in Bahasa Malaysia 1 (International Students)
- Study of Morals and Ethics

** For Malaysian students who do not have a credit in SPM BM.*

Student will be placed in selected companies for Work-Based Internship Programme

Grandis Hotels & Resorts
Graceworth Sdn Bhd
Dunco Sdn Bhd
Arus Sawit Sdn Bhd
Globinaco Sdn Bhd
Ming Kiang Sdn Bhd
CP Forms Sdn Bhd
Eaton's

Work-Based Internship experiences in key areas:

- ✔ Planning digital marketing campaign
- ✔ Analysing metrics & identifying trends
- ✔ Develop & monitor digital projects
- ✔ Evaluate important metrics on website traffic and target audience

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