



Since 1985



DIPLOMA IN DIGITAL MARKETING

R/342/4/0131 | MQA/FA 4880

016 806 6580
016 806 6170
016 806 6581
010 468 3278

Contact
088 235 218

Website
www.amc.edu.my

Scan QR code for
enquiries



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.

- ✓ Accredited by MQA & approved by Ministry of Higher Education
- ✓ Education Loans & Scholarships Available!
- ✓ Pathway to Degree, Master and Doctoral

PROGRAMME MODULES

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

- 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*

ENTRY REQUIREMENTS

- Sijil Pelajaran Malaysia with a minimum of three (3) credits in any subject, or its equivalent; or
- Pass in Sijil Tinggi Persekolahan Malaysia (STPM) with a minimum of Grade C (GP 2.00) in any subject, or its equivalent; or
- Pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul in any subject, or its equivalent; or
- Pass in SKM Level 3 / Sijil Vokasional Malaysia (SVM) (Note: The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme); or
- Certificate (Level 3, MQF) with minimum CGPA of 2.00 or its equivalent; or
- Other relevant equivalent qualifications recognised by the Malaysian Government

DURATION

- 2 Years

INTAKES

- January, April & August

CAREER PATHWAYS

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

