



# AMC UNIVERSITY COLLEGE

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DIPLOMA | BACHELOR | MASTER | DOCTORATE

UNDERGRADUATE  
PROGRAMME



## BACHELOR IN DIGITAL MARKETING (HONOURS)

N/0415/6/0050 | MQA/PA 17513

- ✓ Fully accredited by Malaysian Qualification Agency (MQA)
- ✓ Approved by Ministry of Higher Education
- ✓ Education Loans & Scholarships Available!

### PROGRAMME OVERVIEW

The Bachelor in Digital Marketing programme focuses on strategies for online branding, social media, and content creation. Students learn to analyze market data, optimize digital campaigns, and leverage emerging technologies. The curriculum combines theory with practical experience through projects and internships, preparing graduates for dynamic roles in digital marketing and advertising.

### DURATION

3 years

### INTAKES

January, June, September

### CAREER OPPORTUNITIES

- Digital Marketing Specialist
- Social Media Manager
- Content Marketing Manager



Scan QR code  
for any enquiries

☎ 088 235 218

🌐 [www.amc.edu.my](http://www.amc.edu.my)

### AMC UNIVERSITY COLLEGE

Lot 43 - 44, 1st Floor,  
Likas Square Commercial Centre  
Jalan Istiadat, Likas, 88400 Kota Kinabalu, Sabah

No. Kelulusan Penubuhan: JPT/BPP(D)1000-701/136, No. Perakuan Pendaftaran: DKU053(S)

## ENTRY REQUIREMENT

ENTRY LEVEL	BACHELOR IN DIGITAL MARKETING (HONOURS)
STPM	A pass in STPM with at least Grade C (GP 2.00) in any 2 subjects, and a pass in Mathematics and English at SPM level or any equivalent qualification
STAM	A pass in STAM with at least Grade Jayyid (GP 2.00), and a pass in Mathematics and English at SPM level or any equivalent qualification
FOUNDATION	Foundation with at least CGPA of 2.00
MATRICULATION	Matriculation with at least CGPA of 2.00
DIPLOMA	A Diploma (Level 4, MQF) or Advance Diploma (Level 5, MQF) with at least CGPA of 2.00
DKM / DLKM / DVM	A DKM / DLKM / DVM, subjected to HEP Senate/Academic Board's approval
OTHERS	Other equivalent qualifications recognised by the Malaysian Government
INTERNATIONAL STUDENT	Minimum Band 3 in MUET / CEFR Low B1

## PROGRAMME MODULES

Year 1	Year 2	Year 3
<ul style="list-style-type: none"> <li>Penghayatan Etika dan Peradaban / Bahasa Melayu Komunikasi 2</li> <li>English for Business Study 1</li> <li>Principles of Management</li> <li>Accounting Principle</li> <li>Business Mathematics</li> <li>Principle of Marketing</li> <li>Falsafah dan isu semasa/Bahasa Kebangsaan A</li> <li>Microeconomics</li> <li>Business Analytics</li> <li>Management Information System</li> <li>Fundamental of Digital Marketing</li> <li>Kursus Integriti dan Anti Rasuah</li> <li>Business Communication</li> <li>New Product Development and Branding</li> <li>Consumer Behavior</li> <li>Business Ethics</li> </ul>	<ul style="list-style-type: none"> <li>Macroeconomics</li> <li>Marketing Management</li> <li>Internet and Digital Technologies on Marketing Practices and Strategies</li> <li>Service Marketing</li> <li>Digital Entrepreneurship</li> <li>Sales Management</li> <li>Integrated Marketing Communication</li> <li>Social Media and Mobile Marketing</li> <li>Students Social Responsibilities</li> <li>E-Commerce</li> <li>Human Resources Management</li> <li>Data Analytics for Marketing</li> <li>Web Design</li> <li>Marketing Channel</li> <li>Search Engine Marketing</li> <li>Marketing Research Method</li> </ul>	<ul style="list-style-type: none"> <li>Business Finance</li> <li>Database Management in Digital Marketing</li> <li>Cyber Security</li> <li>Strategic Digital Marketing</li> <li>Project Paper and Seminar</li> <li>Strategic Management</li> <li>Industrial Attachment</li> </ul>



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