



AMC
UNIVERSITY COLLEGE

DISCOVER · LEARN · EXCEL

FOUNDATION | DIPLOMA | BACHELOR | MASTER | DOCTORATE



DIPLOMA IN **DIGITAL MEDIA CONTENT**

N/0211/4/0005 | MQA/FA 16108
Valid Until: 3 Nov. 2027

PROGRAMME OVERVIEW

Have you ever wondered how videos, audio, and clips are created? This program offers the perfect opportunity to learn and explore the dynamic world of multimedia.

Graduates will gain the knowledge and skills necessary to become successful content creators. Additionally, they will have the opportunity to earn the Meta Certified Digital Marketing Associate certification, further enhancing their expertise in digital marketing.



www.amc.edu.my

088 235 218

No. Kelulusan Penubuhan: JPT/BPP(K)1000-600/ S1401 Jld.5 (36), No. Perakuan Pendaftaran: DKU053(S)

- ✓ Immersive Industry Experience
- ✓ Learn From Experienced Industry Experts
- ✓ Strong Theoretical Foundation
- ✓ Graduate Job-Ready
- ✓ Fast-Track Career
- ✓ Accredited by MQA & approved by Ministry of Higher Education
- ✓ Education Loans & Scholarships Available!
- ✓ Pathway to Degree, Master and Doctoral

DIPLOMA IN DIGITAL MEDIA CONTENT



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DURATION

2 Years

INTAKES

January, April & August

CAREER PATHWAYS

- Social Media Executive
- Content Creator / Influencer
- Multimedia Content Designer
- Video Editor
- Livestream Host

ENTRY REQUIREMENTS

ENTRY LEVEL	REQUIREMENTS
SPM	SPM with a minimum of three (3) credits in any subject or its equivalent
STPM	Pass in STPM with a minimum of Grade C (GP 2.00) in any subject or its equivalent
STAM	Pass in STAM with a minimum grade of Maqbul in any subject or its equivalent
SKM / SVM	Pass in SKM Level 3 / SVM <i>(Note: The HEPs are to conduct screening and provide necessary guidance specific to the discipline of the programme)</i>
CERTIFICATE	Certificate (Level 3, MQF) with minimum of CGPA of 2.00 or its equivalent
OTHERS	Other relevant equivalent qualifications recognised by the Malaysian Government

PROGRAMME MODULE

- English for Academic Purposes
- Design Thinking
- Professional Communication
- Introduction to Information Technology
- Fundamentals of Marketing
- Digital Media Tools
- Basic Art and Design
- Public Speaking
- Technopreneurship
- Principles of Information System Management
- Web Design and Interactivity
- Creative Thinking
- Media Entrepreneurship
- Creative Content Writing
- Digital Marketing
- Interactive Multimedia
- Digital Storytelling
- Audience Analysis for New Media
- Principles & Practice for Digital Media
- Creative Content Production
- Information Security
- Media Law & Ethics
- Digital Portfolio
- Digital Audio and Sound Technology
- Creative Technologies
- Mobile Design

MPU Subjects

- Malaysian Studies 2
- Community Services
- Cross Cultural Management
- Etika Professional



Scan QR code
for any enquiries

☎ 088 235 218
🌐 www.amc.edu.my

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