



AMC

UNIVERSITY COLLEGE

DISCOVER • LEARN • EXCEL

FOUNDATION | DIPLOMA | BACHELOR | MASTER | DOCTORATE



#DigitalStrategy



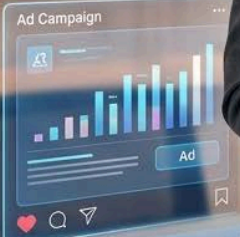
233 Comments 19.5k Reach



#GrowthHacking

#ContentMarketing

19K Likes 393 Comments



#DigitalStrategy

DIPLOMA IN DIGITAL MARKETING

R2/0415/4/0029 | MQA/FA 4880
Valid Until: 4 Nov. 2029

PROGRAMME OVERVIEW

The Diploma in Digital Marketing equips students with a strong foundation in both theoretical and practical aspects of marketing, preparing them for exciting career opportunities in digital sales and marketing.

This program also enhances students' technological skills, ensuring they are well-prepared to thrive in today's competitive and ever-evolving business landscape.

- ✓ 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

www.amc.edu.my

088 235 218

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

DIPLOMA IN DIGITAL MARKETING



AMC
UNIVERSITY COLLEGE

DURATION

2 Years

INTAKES

January, April & August

CAREER PATHWAYS

- Digital Marketing Executive
- Social Media Executive
- Web Development Executive
- Digital Analytics Officer
- SEO Assistant

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

- Programme Module:
- Accounting Principles
- Economics
- Mainstream English
- Principles of Management
- Business Mathematics
- Principles of Marketing
- New Product Development and branding
- Statistics
- Sales Management
- Introduction to Information System
- Business Law
- Business Communications
- Digital Marketing
- Entrepreneurships
- Integrated Marketing Communications
- Marketing Management
- Mobile Computing
- International Business
- Business Ethics
- Database System
- International Marketing
- Service Marketing
- Cyber Security
- Community Service
- Business Research
- E-Commerce
- Consumer Behavior
- Website Development

MPU Subjects

- Falsafah Isu Semasa/ Bahasa Melayu Komunikasi 1
- Interpersonal Communication Skills
- Kursus Integriti dan Anti Rasuah



Scan QR code
for any enquiries

☎ 088 235 218
🌐 www.amc.edu.my

AMC UNIVERSITY COLLEGE

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