Diploma in Marketing

The Marketing Diploma develops students with practical marketing required in the business environment. The programme is a pathway with option towards a broad selection of business and marketing studies and employment.

You will develop latest skills, get industry relevant qualifications and join the professional marketing community. The study includes:

- Understanding your market
- Marketing plans and strategy
- Customer relations
- Pricing

... and, other important marketing applications that are industry relevant.

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**Academic Calendar Intakes**
- January, March, August

**Duration**
- 2 1/2 Years

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**SPM / 'O' Level or Equivalent**

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**Sunway College Ipoh Diploma (2 1/2 Years)**

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**Employment Opportunities**

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**Be An Entrepreneur**

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**Sunway University or other Universities Degree Programme Year 1 or Year 2**

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Advanced entry into Year 2 studies subject to meeting entry requirements
### Programme Structure

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* According to Malaysian Qualifications Agency (MQA) requirements, all Malaysian Students must pass Malaysian Studies, Moral Studies (non Muslims) / Islamic Studies (Muslims) and Bahasa Kebangsaan (exempted if student has a credit in BM at SPM level)
SUNWAY COLLEGE IPOH
Programmes offered

Sunway College Ipoh offers a wide range of professional and diploma programmes which lead to qualifications that are relevant to market needs, and which enhance the employability of young professionals today. Sunway diploma graduates can also embark upon undergraduate degree studies with advanced standing.

Our programmes cover an interesting range of courses, and are taught by qualified lecturers with academic and industrial experiences to make learning relevant. They bring work-related and practical examples into the classroom.

Course materials are updated regularly to include industrial and business changes and trends. The campus is also well equipped with the hardware and software necessary to offer students an effective and enjoyable learning environment.

Professional Programmes
Association of Chartered Certified Accountants (ACCA)
Certified Accounting Technician (CAT)

Diploma Programmes
Diploma In Business Administration
Diploma In Business Information Systems
Diploma In Graphic Design
Diploma In Interior Design
Diploma In Marketing

Financial Aid
Students can also seek other financial aid from PTPTN or EPF as below.

PTPTN
Students can apply for PTPTN loan or Scholarship based on their results.
For more information, kindly visit www.ptptn.gov.my

EPF
Students can withdraw funds from their EPF Account to help finance a degree education of their choice. For more information on how to go about this, kindly visit www.kwsp.gov.my

www.sunway.edu.my/ipoh

For more details or information kindly refer to Sunway College Ipoh.