

**DEEP foundation**  
**BRIGHT future**

**SUNWAY COLLEGE**  
Ipoh

# DIPLOMA IN MARKETING



Owned and governed by the

**Jeffrey Cheah  
Foundation**



*Nurturing the Seeds of Wisdom*

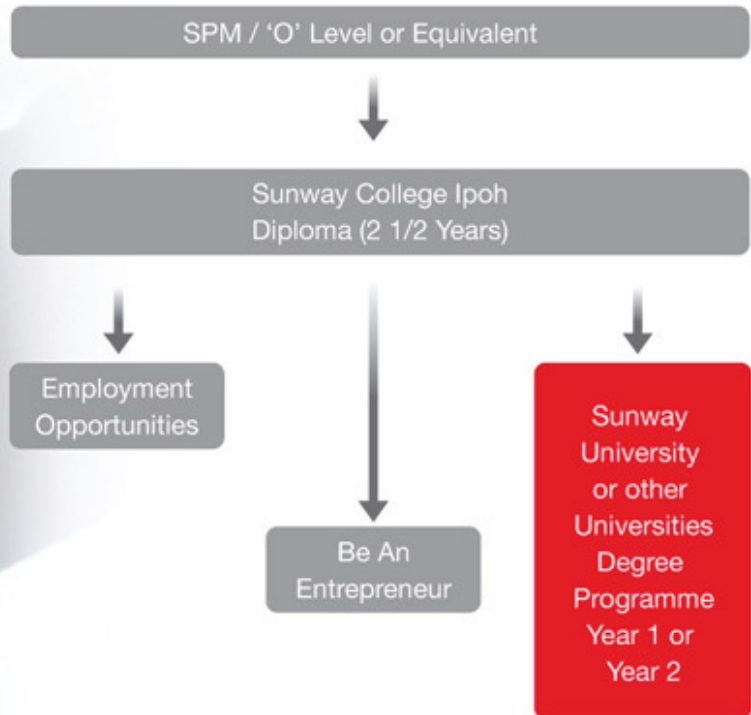
# Diploma in Marketing KP(JPS) (A6991) 09/16

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.



Advanced entry into Year 2 studies subject to meeting entry requirements

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

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**Duration**  
2 1/2 Years



# Entry Requirement

- Pass SPM / O-Level with minimum three (3) credits or other equivalent qualification approved by the Ministry of Higher Education

# Assessment

40% Coursework & 60% Exam



## Programme Structure

### Year 1

MTF 1013	Introduction to Accounting
MTF 1023	Business Mathematics
MTC 1033	Introduction to Business Studies
MTF 1043	Microeconomics
MTF 1313	Critical Thinking
MTF 2053	Statistics for Business
MTF 2063	Macroeconomics
MTC 2073	Principles of Marketing
MTF 2083	Computer Application
MTC 2093	Introduction to Advertising
MTC 3293	English for Business
MTF 3303	Negotiation Skills

### Year 2

MTF 4313	Introduction to Business Law
MTF 4113	Human Resource Management
MTC 4133	Marketing Environment
MTC 4243	Marketing Planning
MTC 5143	Marketing in Practice
MTC 5153	Introduction to Public Relations
MTC 5303	Services Marketing
MTF 6303	Principles of Management
MTC 6293	Marketing Research & Information
MTF 6203	Consumer Behaviour

### Year 3

MTC 7233	Marketing Communications
MTC 7213	Organisation Management
MTC 7253	International Business
MTF 7273	Business Ethics
MTC 7263	Principles of Finance

\* 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



**SUNWAY COLLEGE**  
Ipoh

**SUNWAY COLLEGE IPOH** (600640-K) (A4P2018)  
Owned and governed by the Jeffrey Cheah Foundation (800946-T)

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All information is correct at the time of printing (Nov 2012)

## 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](http://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](http://www.kwsp.gov.my)

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

[www.sunway.edu.my/ipoh](http://www.sunway.edu.my/ipoh)