DIPLOMA IN
MARKETING
The Diploma in Marketing qualification develops students with practical marketing knowledge and skills required for the business environment today. It is a pathway with options towards a broad selection of business and marketing studies and employment.

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

- Understanding the market
- Marketing plans and strategies
- Customer relations
- Pricing

In addition, students will be exposed to important marketing applications that are industry relevant.

**Career Prospects**

- Sales & Marketing
- Market Research
- Marketing Communications
- Advertising and Promotions
- Retailing and Merchandising
- Entrepreneur

**Academic Calendar Intakes**

- January, March & August

**Duration**

- 2 Years (6 Semesters)
Entry Requirements

- Pass SPM/O-Level with minimum Three (3) Credits or other equivalent qualification approved by the Ministry of Education, Malaysia

Assessment

- 40% Coursework & 60% Examination

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<th>Programme Structure</th>
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Programme Offerings

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 in many local and overseas universities.

Our programmes cover an interesting range of professions, 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 well-equipped with the hardware and software necessary to offer students an effective and enjoyable learning environment.

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

Diploma Programmes
Diploma in Business Administration
Diploma in Business Information System
Diploma in Graphic Design
Diploma in Interior Design
Diploma in Marketing

Pre-University/Foundation Studies
Sunway Foundation in Arts (FIA)

Financial Aid

PTPTN
Eligible Students are able to apply for PTPTN Loan.
For more information, kindly visit www.ptptn.gov.my

EPF
Eligible Students are able to apply for Parent’s EPF Withdrawal (Account II).
For more information, kindly visit www.kwsp.gov.my

Testimonials

Azrul Allwin Jefri Palanervan
Diploma in Marketing, Year 2
“This programme is well-rounded as it concentrates on development in all areas. It gives the right approach to education as it balances academic and real world scenarios. I’m sure that it will give me the needed advantage in the future.”

Lam Pui Yee
Diploma in Marketing, Year 1
“It is a very good programme, full of practical knowledge which makes my classes enjoyable and interesting. Also, it is fun doing assignments and presentations with my classmates. These activities help improve my learning skills and communication abilities.”

SUNWAY COLLEGE IPOH (600640-K) [AACP2016]
Owned and governed by the Jeffrey Cheah Foundation (600646-T)

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