



School of Business DIPLOMA IN MARKETING

JPT/BPP (K) (A6991) 09/26



Programme Highlights

- Approved and Accredited by Malaysian Qualifications Agency (MQA)
- Emphasises multi-faceted components of marketing
- Focuses on understanding consumer behaviour in design, distribution, communication and pricing strategy
- Instills the mind to incorporate branding, services and relationship for organisation and customers
- Holistically integrates various learning aspects and encourages innovation to maximise employment success
- Integrates attributes and soft skills such as learning and innovation skills, IT skills and life and career skills
- Direct entry into Year 2 of related courses in Sunway University
- Qualified and experienced academic team
- Quality learning experience
- Prepares students for a rapidly changing business world



Entry Requirements

- SPM with 3 credits
- Other equivalent qualification approved by the Ministry of Higher Education, Malaysia



Duration

- 6 Semesters (2 years)



Intakes

- February • August • October



Assessment

- Continuous assessment and final examination

Career Prospects

- Sales & Marketing
- Marketing & Communications
- Advertising & Promotions
- Branding
- Retail & Merchandising
- Digital Marketing
- Entrepreneur



Progression - Available Undergraduate Programmes

SPM/O-Level or equivalent qualifications



SUNWAY
COLLEGE Ipoh

Diploma in Marketing
(2 years)



Sunway University Bachelor's Degree



- BSc (Hons) Marketing
- BSc (Hons) in Accounting & Finance
- BSc (Hons) Business Management
- BSc (Hons) Business Studies
- Bachelor of Business Analytics (Hons)
- BA (Hons) Entrepreneurship
- BSc (Hons) in International Business
- BSc (Hons) Global Supply Chain Management
- Bachelor (Hons) in Finance
- BSc (Hons) Financial Analysis
- BSc (Hons) Financial Economics

Victoria University Bachelor of Business



Single/ Double major options available:

- Accounting
- Banking & Finance
- Financial Risk Management
- Marketing
- International Trade
- Management & Innovation
- Supply Chain & Logistics Management

Other Universities placement

Employment or Enterprise

Note: - Direct entry into Year 2 of related courses in Sunway University, subject to entry requirement



Subject Offered

Year 1

- Basic Accounting
- Business Mathematics
- Business Studies
- Micro-Economics
- Principles of Marketing
- Statistics for Business
- Macro-Economics
- Human Resource Management
- English for Business Communications
- The Entrepreneur
- Business Ethics
- Principles of Finance
- Marketing Planning
- Critical Thinking

Year 2

- Negotiation Skills
- Marketing in Practice
- Public Relations
- Marketing Environment
- Marketing Research & Information
- Advertising
- Principles of Management
- Service Marketing
- Consumer Behaviour
- Final Project
- International Business
- Business Law
- Marketing Communications

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MOHE General Studies

Malaysian and International students are required to pass the MOHE General Studies subjects

- Study Skills / Bahasa Kebangsaan A (BKA)*
- Pengajian Malaysia 2
- Globalisation
- Community Service Learning

Application & enrolment, kindly contact :

Sunway College Ipoh (0305-0304)

Owned and governed by the Jeffrey Cheah Foundation (800946-T)

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Stay connected with us:



sunway.edu.my/ipoh

sunwaycollegeipoh (SCI)

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*Bahasa Kebangsaan A (BKA) - applicable to local students who do not have the SPM qualification or did not obtain a Credit in Bahasa Melayu in SPM