

# DIPLOMA IN MARKETING

MQA/PA 8324 (N/345/4/1013)  
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Marketing is often considered to be the most interesting of all business areas and covers all aspects of planning, public and media relations, advertising, promotion, product development, distribution, sponsorship and research.

A diploma or degree in marketing will equip the student with the necessary skills to define target markets, analyse their needs as well as create marketing strategies to create more business potential for their organisation.

If you are a person with a passion for finding creative solutions to problems, willing to learn and have a great personality then a career in marketing may appeal to you.

## ENTRY REQUIREMENT

- A pass in Sijil Pelajaran Malaysia (SPM), with at least credit in any 3 subjects or any equivalent qualification ; OR
- A pass in Sijil Tinggi Persekolahan Malaysia (STPM), with a minimum of Grade C (GP 2.00) in any subject or any equivalent qualification ; OR
- A pass in Sijil Tinggi Agama Malaysia (STAM), with a minimum grade of Maqbul.

## DURATION OF STUDY

2½ Years  
7 Semesters

## CAREER PATHS

- Marketing Assistant/Manager
- Marketing Coordinator/Manager
- Assistant Product Manager
- Assistant Brand Manager
- Marketing Research Analyst



## SUBJECT COMPONENTS

Intakes **JAN / FEB, APRIL - JULY, OCTOBER / NOVEMBER**

### Year 1 / Semester 1

- Bahasa Malaysia Komunikasi
- Business Mathematics
- English For Academic Purposes
- Pengajian Malaysia 2
- Principles Of Accountancy
- Principles Of Management

### Year 1 / Semester 3

- Bahasa Kebangsaan A
- Emotional Intelligence
- Fundamental Of Entrepreneurship
- Microeconomics
- Multicultural Studies
- Principles Of Finance
- Principles Of Marketing

### Year 2 / Semester 5

- Ethics In Business
- Human Resource Management
- Marketing Research
- Organizational Behaviour
- Service Marketing

### Year 3 / Semester 7

- International Marketing
- Internet Marketing
- Khidmat Masyarakat
- Marketing Strategy
- Sales Management

### Year 1 / Semester 2

- Macroeconomics
- Marketing Management
- Parenting Contemporary Society

### Year 2 / Semester 4

- Business Law
- Consumer Behaviour
- Management Information System
- Marketing Communication
- Principles Of Selling

### Year 3 / Semester 6

- Customer Relationship Management
- Operation Management
- Sustainable Marketing

## CONTACT US

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For online application  
**www.restucollege.net**



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