



**MAHSA**  
UNIVERSITY



## *DIPLOMA IN* **MARKETING**

KPT/JPS (R/0415/4/0001)(MQA/FA8480) 12/27

**FACULTY OF  
BUSINESS,  
FINANCE &  
INFORMATION  
TECHNOLOGY**

By creating content, campaigns and conversations that can influence consumers worldwide, Marketers are at the front lines of revenue generation. Marketers rule the world.

– Rocco DiSpirito



## OVERVIEW

The Diploma in Marketing programme aims to provide students with in-depth knowledge, skills and values of a range of business disciplines for their future managerial roles and responsibilities in the field of marketing.

## PROGRESSION PATHWAY

**SPM/'O'-LEVEL/UEC  
OR EQUIVALENT QUALIFICATION**



Diploma in  
Marketing



Bachelor of Business Administration  
Bachelor of Business Administration (ODL)



Master of Business Administration  
Master of Business Administration (ODL)



PhD



Employment

### WHY STUDY WITH US?

- Develop Entrepreneurial Competency
- Focus on functional Work Skills
- Dynamic and Innovative Teaching Approach
- Industry Relevant Curriculum
- Strong Industrial Linkage
- Students from 56 Different Nationalities



# PROGRAMME STRUCTURE

## YEAR 1

- Introduction to Business
- Accounting 1 & 2
- Business English 1 & 2
- Microeconomics
- Macroeconomics
- Business Mathematics
- Information Technology
- Business Statistics
- Introduction to Finance
- Principles of Marketing

## YEAR 2

- Business & Company Law
- Business Communication
- Fundamentals of Entrepreneurship
- Fundamentals of Management
- Introduction to E-Commerce
- Retail Management
- Business Research Methods
- Customer Relations
- International Marketing
- Service Marketing
- Ethical Issues in Marketing
- Consumer Behaviour
- Advertising and Sales Promotion

## YEAR 3

- Industrial Training (4 Months)



### General Courses

- Co-curricular project
- Creative and Critical Thinking
- Time Management

### Local Students

Pengajian Malaysia 2

### International Students

Bahasa Melayu Komunikasi 1

## ENTRY REQUIREMENTS

### Academic Qualification Requirements

SPM	Pass with min. credit in three (3) subjects
UEC	Pass with min. grade B in three (3) subjects
O-LEVEL	Pass with min. grade C in three (3) subjects
SKM	Pass with level three (3) subjects in related field and pass SPM with min. one (1) credit in any subjects
Certificate	Pass any relevant Certificate Programme (Level 3, MQF).
STPM	Pass with min. grade C in (CGPA 2.0)
Others	Recognised Malaysian qualifications or their equivalent

## CAREER OPPORTUNITIES

- Marketing Researcher
- Advertising Executive
- Advertising Account Planner
- Digital Marketing Executive
- Sales Executive
- Creative Executive
- Social Media Executive
- Purchasing Development Executive



# MAHSA's PASSPORT TO SUCCESS



Professional Industry-Driven Education (P.R.I.D.E) is MAHSA University's specially designed education pathway that give students the best of both academic and professional certifications. Students have the opportunity to gain professional skills through various programmes from MAHSA's collaborations with internationally recognised professional bodies. P.R.I.D.E increases the employability rate of our fresh graduates and puts them on par with the rest of the professional world.

## MASTERCLASS

Students of this programme are eligible to gain add-on certification in Master Classes. There are more than fifty Master Classes to choose from, and all are designed to further enhance the student's employability, in line with the Industrial Revolution 4.0.

## MOBILITY PROGRAMME

This is a unique opportunity for students to study abroad for up to one year in a foreign country. This study abroad programme lets students experience different cultures and

## PROFESSIONAL COURSES

Through MAHSA's collaboration with internationally recognised professional bodies, students will be earn certifications that will enhance their professional skills and increases their employability rate.



practices from around the world. Ask us about our university partners in over fifty different countries.

# MAHSA BE MORE



Sports Complex



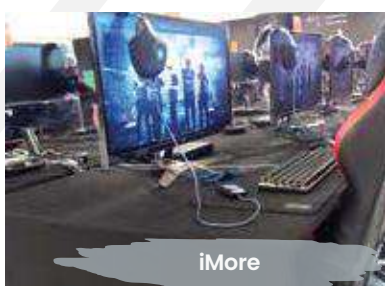
GYM



Library



The Habitat



iMore



Residences



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