



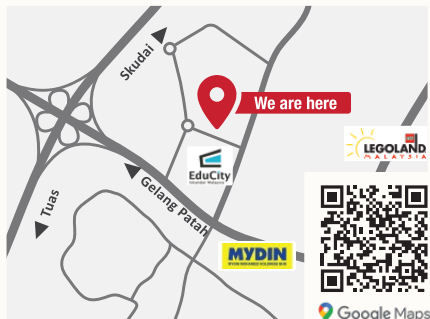
Established in 2014, Kolej MDIS Malaysia is the second overseas campus of Management Development Institute of Singapore (MDIS) after Tashkent, Uzbekistan.



Monday - Friday : 10:00 am - 5:00 pm
Saturday : 10:00 am - 2:00 pm

Get In Touch

- +60 7-869 1188
- +019-712 3688
- course@mdis.edu.my
- www.mdis.edu.my
- Persiaran Graduan, Kota Ilmu,
79200 Iskandar Puteri,
Johor Darul Ta'zim, Malaysia.



MdisMalaysia kolejmdis.malaysia mdismalaysia



School of
Business and
Management



Diploma in Marketing

R/342/4/0063 (FA 2757)

Marketing is essential in the business field to identify business opportunities as helps an organisation become more visible.

Diploma in Marketing provides students with the skills that are needed to analyse market needs and trends, target markets and unlock business opportunities in a competitive environment. It also provides graduates a chance to pursue a career in a variety of marketing fields in the future.

Graduates of this program will be able to work in marketing functions supporting roles at most businesses and in particular in businesses that support international trade and services.

Intakes

January
June
September

Duration

7 Semesters
(2 Years & 5 Months)

www.mdis.edu.my

Programme Curriculum

College Core

1. Bahasa Melayu Komunikasi 1 or Pengajian Malaysia 2
2. Bahasa Kebangsaan A or Leadership
3. Communication Skills
4. Community Service
5. Introduction to Entrepreneurship
6. Principles of Information Technology
7. Rethinking the Malaysian Context

Common Core

1. Principles of Management
2. Fundamentals of Marketing
3. Business Mathematics
4. Business Statistics
5. Microeconomics
6. Macroeconomics

Programme Core

1. Basic Financial Accounting
2. Introduction to Finance
3. English for Academic Purposes
4. Accounting for Decision Making
5. Financial Systems
6. Business Law
7. Company Law
8. Consumer Behaviour
9. Digital Marketing
10. Marketing Communication
11. Sales Administration
12. Services Marketing

Programme Elective

1. International Marketing
2. Research Methodology
3. Human Resource Management
4. Introduction to Event Management

Free Elective

Industrial Training

Entry Requirements

SPM/O-LEVEL

Pass in SPM / O-Level (or its equivalent) with a minimum of 3 credits

UEC

Pass in UEC with Grade B in any three (3) subjects

STPM

Pass in STPM (or its equivalent) with a minimum of Grade C (GP 2.00) in any subject

SKM

Pass in SKM Level 3 in related field and pass SPM with a minimum of one (1) credit in any subject

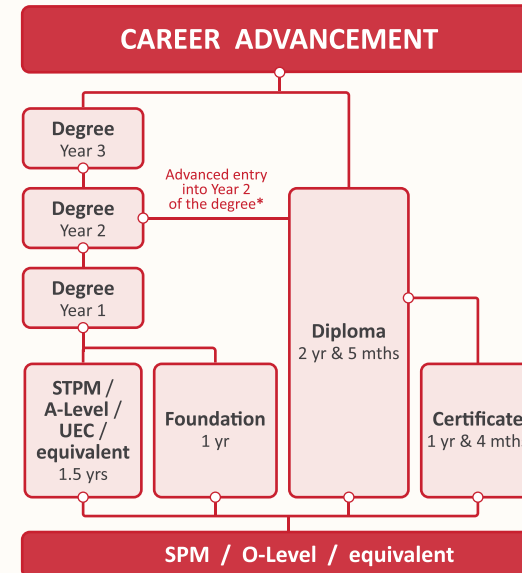
Certificate

A certificate (MQF Level 3) with minimum CGPA 2.0 or equivalent qualification in a related field

Others

Other equivalent qualification recognized by the Government of Malaysia

Academic Pathway



* Subject to meeting entry requirements & a maximum of 36 credit hours exemptions

Career Opportunities

- Marketing Executive
- Sales Executive
- Product Executive
- Customer Services Executive
- Marketing Consultant
- Digital Marketing Executive
- Social Media Marketing Executive
- Advertising Executive

Why Kolej MDIS Malaysia?



Singapore's premier higher education institution in Malaysia



A truly global student community



Emphasis on quality education



Industry-focused & lifelong learning pathway



Vibrant campus life experience

