



**BANDAR  
COLLEGE**

KP (JPS) 5195 / IPTS / 954 / JILID II

# Diploma in Marketing

2.5 years

DK130 (W) N34214/0161 (09/20) MQA/PA 5807

# Diploma in Marketing

Marketing is a dynamic, fast-paced discipline that mixes creativity with strong analytical and planning skills. With the Diploma in Marketing you will learn the basic principles of marketing as well as cover specialised areas such as consumer behaviour, marketing strategy and international business. This qualification reflects the roles of individuals working in a variety of marketing positions across different industries. The programme is designed with a balance of theory and practical work which will enable you to acquire work-based skills critical for employability. This is a highly relevant course in today's global economy.



## WHY BANDAR COLLEGE ?

- Located in a **5-star hotel complex** with state-of-the-art facilities in the heart of Kuala Lumpur city.
- Value for money with competitively priced fees.
- Pathways to quality international university partners.
- A practical curriculum focused on employability.
- Providing a link between work and study with genuine internship and placement opportunities.
- Compulsory 'Bandar Career Advantage' soft-skills programme at no additional cost.
- Students graduate with a globally recognised qualification and an impressive CV.
- Highly qualified academic staff with strong corporate experience.
- Small class sizes and a nurturing study environment.



## ENTRY REQUIREMENTS

- SPM/O-Level (minimum 3 credits) or equivalent.
- Other relevant academic or professional qualifications.

## SEMESTER STRUCTURE

	Semesters	Weeks
Long Semester	5	17
Short Semester	1	9

## COURSE CONTENT Semester 1

- 1 English 1
- 2 Intro to Information Technology
- 3 Discrete Mathematics
- 4 Introduction to Business
- 5 Introduction to Management
- 6 Introduction to Accounting

## Semester 2

- 7 English II
- 8 Introduction To Finance
- 9 Microeconomics
- 10 Advertising And Promotions
- 11 Principles of Marketing
- 12 Retail and Distribution

## Semester 3

- 13 Pengajian M'sia 2 / Bahasa Komunikasi 2
- 14 Entrepreneurial Skills / Writing Skills
- 15 Etika Professional / Hubungan Etnik
- 16 Khidmat Masyarakat / Co-curriculum

## Semester 4

- 17 Business Communication
- 18 Marketing Operations
- 19 Macroeconomics
- 20 Consumer Behavior
- 21 Customer Relationship Management
- 22 E-marketing

## Semester 5

- 23 Marketing Management
- 24 Marketing Strategy
- 25 Entrepreneurship
- 26 Supply Chain Management
- 27 Business Ethics
- 28 International Marketing

## Semester 6

- 29 Industrial Training

## THE BANDAR SUCCESS MODEL

SPM/  
O-LEVELS/OR  
EQUIVALENT

BANDAR  
COLLEGE  
DIPLOMAS

SECOND YEAR  
OF PARTNER  
UNIVERSITY  
PROGRAMMES

Graduate with an undergraduate degree and a professional body qualification or certification\* at a fraction of the cost of doing a full degree overseas.

\* may be eligible for accreditation from ICMA and/or IPA

Curtin University

ECU  
EDITH COWAN  
UNIVERSITY

## THE BANDAR CAREER ADVANTAGE PROGRAMME

A free programme that will equip you with:

- The skills to prepare job winning CVs.
- The confidence to present your best at interviews.
- The knowledge on how to cope with the work environment.
- Exposure to in-semester and end-of-semester internships.
- The opportunity for jobs with credible employers.



**BANDAR COLLEGE**

Level 7, Faber Imperial Court,  
Sheraton Imperial Hotel,  
Jalan Sultan Ismail, 50250 Kuala Lumpur.

contact@bandar.edu.my  
facebook.com/kolejbandar  
www.bandar.edu.my

Tel: +60-3-2026 7401  
H/P: +60-11-3786 2361