

UNIMY

UNIVERSITY MALAYSIA
OF COMPUTER SCIENCE
& ENGINEERING



PUSAT PENDIDIKAN BERTERUSAN
Centre for Continuing Education

#OwnYourFuture



Diploma in Digital Marketing (DDM)

N/0415/4/0011 (PA15302) 10/28



KWSP
EPF

EPF WITHDRAWAL, EDUCATION BANK LOANS AND
0% INTEREST FREE INSTALLMENT SCHEMES AVAILABLE

unimy.edu.my

What Is This Programme About?



UNIMY's Diploma in Digital Marketing is designed to equip students with the essential knowledge and skills required for a successful career in the dynamic field of digital marketing.

The programme integrates foundational business concepts with specialized courses focused on digital marketing strategies and techniques. Through a combination of theoretical learning and practical application, students will develop a strong foundation in marketing principles, digital tools, and analytical skills.

What Are UNIMY Advantages?

- **Industry Focused** - The teaching and learning, as well as research are driven by and relevant to the industry.
- **8 Focus Areas** - Specifically tailored to prepare students for Industry 4.0, encompassing all the leading and emerging digital technology areas.
- **Teaching Excellence** - UNIMY lecturers with industry experience and exploiting transformative teaching and learning approaches and techniques.
- **International Outlook** - UNIMY strives to be more global in terms of students, staff, and research through enriched international collaborations.
- **Leading Edge Curriculum** - Benchmarked against the best practices of top-notch global IT schools, UNIMY assures a high-quality standard of its education, in terms of content and delivery.

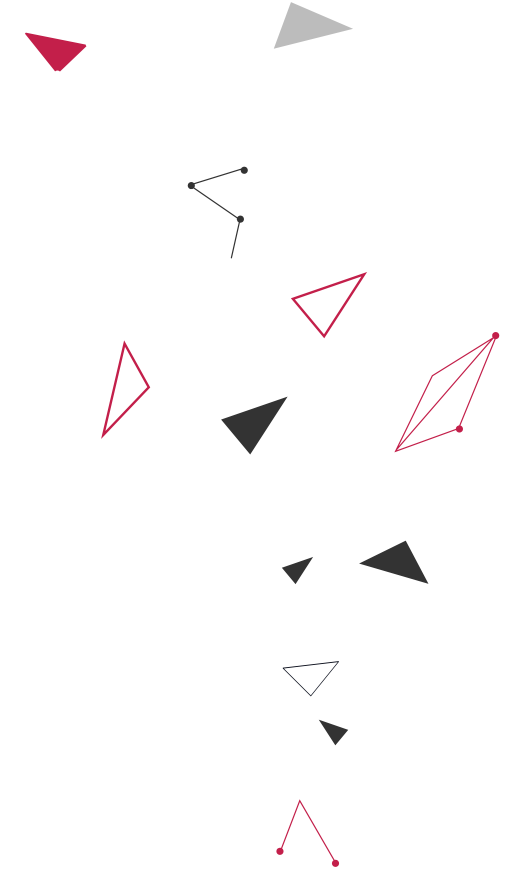


What Will I Learn?



YEAR 1

- Introduction to Accounting
- Introduction to Economics
- Basic Concepts of Marketing
- Introduction to Digital Marketing
- Design Thinking
- New Venture Creation
- Business Statistics
- Appreciation of Ethics and Civilization
- Malay Language Communication I
- Community Service
- Introduction to Finance
- Introduction to Management
- Management Information System
- Content Marketing
- Search Engine Marketing and Optimization



What Will I Learn?

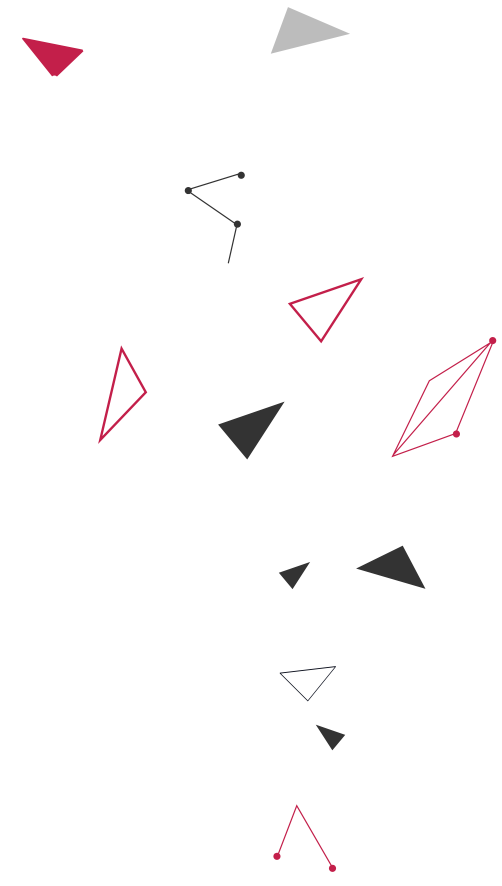


YEAR 2

- Operations Management
- Web Design and Development
- Social Media Marketing
- Consumer Behaviour
- Introduction to Business Laws
- Introduction to HRM
- Organisational Behaviour
- Introduction to Advertising
- Marketing Analytics
- Big Data and Emerging Innovation
- Business Mathematics
- Integrity and Anti-Corruption
- Final Year Project

YEAR 3

- Practical Training



Why Choose This Programme At UNIMY?



-
- High Demand for Digital Marketing Skills - In today's digital age, businesses and organizations are increasingly relying on digital marketing strategies to reach and engage their target audiences.
 - Career Opportunities - Digital marketing encompasses a wide range of roles, including social media marketing, content marketing, SEO (search engine optimization), email marketing, paid advertising, and more.
 - Practical Skills - Digital marketing diplomas typically focus on hands-on, practical skills and real-world applications.
 - Stay Current with Industry Trends - The digital marketing landscape is constantly evolving with new technologies, platforms, and strategies emerging regularly.

What Is My Pathway?



**BACHELOR OF BUSINESS
ADMINISTRATION (MANAGEMENT
INFORMATION SYSTEMS)***

**BACHELOR OF BUSINESS ADMINISTRATION
(FINANCIAL TECHNOLOGY)**

**DIPLOMA IN
DIGITAL MARKETING**

**subject to MQA and MOHE's approval*



What Are The Entry Requirements?

Pass in Sijil Pelajaran Malaysia (SPM) with at least credit in any 3 subjects, or any equivalent qualification; or

A pass Sijil Tinggi Persekolahan Malaysia (STPM), with a minimum of Grade C (GP 2.0) in any subject, or any equivalent qualification; or

A pass in Sijil Tinggi Agama Malaysia (STAM) with a minimum grade of Maqbul; or

A pass in Sijil Kemahiran Malaysia (SKM) Level 3 in a related field, and a pass in SPM with a minimum of 1 credit in any subject; or

Any qualifications equivalent to Certificate (Level 3 Malaysian Qualifications Framework, MQF); or

Other equivalent qualification recognized by the Malaysian Government.



What Are The Entry Requirements?



English Language Proficiency

Malaysian Students

- **SPM/IGCSE/UEC** - Minimum Pass
- **MUET** - Minimum Band 3.0

International Students

- **MUET** - Minimum Band 3.0; or
- **IELTS** - Minimum Band 4.5; or
- **TOEFL iBT** - Minimum Score 33; or
- **PTE** - 43; or
- **LINGUASKILL** - 147; or
- Any equivalent qualifications recognized by the Malaysian Government (equivalent to CEFR Mid B1)

** Validity of test results:

- **MUET** - 5 years
- **IELTS, TOEFL, PTE & LINGUASKILL** - 2 years

What Is The Study Mode & Duration?



Mode:

Blended Learning



Duration:

2.5 Years



What Is The Fee?



Malaysian Students



All In Payment

RM 22,000

Ez Payment Plan

RM 3,900 +
(RM 1000 x 20 Months)

Total:

RM 23,900

International Students

All Inclusive Fee

RM 24,900



When Can I Start?



Intakes:

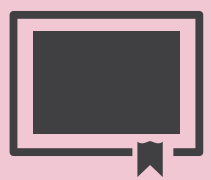
*February, May,
& September*

How Do I Sign-up?

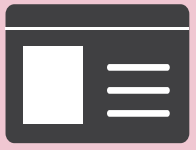


Apply online <https://admission.unimy.edu.my>

Documents to upload:



ONE(1) copy of the latest related academic result



ONE(1) copy of MyKad, both sides



ONE(1) passport sized photograph



ONE(1) copy of Passport, all pages (International)



Proof of transaction for Initial Fee payment (please refer to the tuition fees)



FAQs



Q. What are the key benefits of enrolling in a Diploma in Digital Marketing programme?

Enrolling in a Diploma in Digital Marketing program offers several benefits, including gaining a comprehensive understanding of digital marketing strategies and tactics, hands-on experience with real-world projects, improving job prospects in the growing digital marketing industry, and acquiring skills that are highly relevant in today's digital business landscape.

Q. How does this programme stay up-to-date with the rapidly changing digital marketing landscape?

To stay current with the rapidly evolving digital marketing landscape, programmes often incorporate real-world case studies, industry guest speakers, and practical projects. They may also emphasize the importance of continuous learning and staying updated on the latest trends and technologies in digital marketing to ensure graduates are well-prepared for the dynamic field.

FAQs



Q. What types of skills can students expect to gain from this programme?

Students can expect to gain a variety of skills, including the ability to:

- Develop and execute digital marketing strategies.
- Optimize websites for search engines (SEO)
- Create and manage social media campaigns.
- Design and implement email marketing campaigns.
- Analyze and interpret web analytics data.
- Use online advertising platforms effectively



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Now!*

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