

new

DIPLOMA IN DIGITAL MARKETING

(Online Learning)



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The Diploma in Digital Marketing is a fully online programme designed to equip students with the knowledge and competencies required to succeed in today's digital economy. Combining a strong foundation in business with specialised digital marketing expertise, the programme prepares graduates to develop digital marketing strategies, manage social media platforms, create engaging digital content, analyse marketing performance, and leverage AI tools to enhance marketing effectiveness.

The programme offers an industry-relevant curriculum that enables students to build confidence and develop the skills needed to pursue careers in digital marketing, e-commerce, digital content creation, and entrepreneurship. Graduates will be well prepared to meet the evolving needs of businesses in the rapidly growing digital landscape.

Highlights

- 100% online learning
- More than 80% of subjects are without final exams¹
- Master industry-relevant digital marketing skills
- Leverage AI for content creation and digital marketing
- Develop creative skills in storytelling, photography, graphic communication, and social media marketing
- Prepare for careers in digital marketing, e-commerce, digital content creation, and entrepreneurship

Offered at

INTI International College Subang
(N-DL/0415/4/0061)(07/2031)(MQA/PA19172)

Intake (s)

JAN, APR & AUG

Duration

2 Years

Career Opportunities

Content Marketer, Data-driven Marketing Analyst, Digital Brand Manager, Digital Marketing Executive, E-commerce Specialist, Entrepreneur, SEO/SEM Analyst, Social Media Strategist

Programme Structure:

Year 1

- Accounting In Practice
- AI and Sustainable Business
- Business Analytics
- Business Communication
- Consumer Behaviour
- Digital Business and E-Commerce Management
- Digital Photography
- Digital Storytelling
- Fundamentals Of Economics
- Principles Of Marketing
- Principles Of Management

Year 2

- Business Finance Essentials
- Capstone In Digital Marketing
- Digital Marketing
- Fundamentals Of Marketing Research and Analytics
- Graphic Communication in Digital Marketing
- Global Marketing
- Human Resource Management
- Promotion And Branding
- Retail Marketing
- Selling And Sales Management
- Social Media Marketing with Podcasts
- Operations Management

MPU Subjects

- Perlembagaan dan Masyarakat Berintegriti (local students) / Bahasa Melayu Komunikasi 1 (international students)
- Digital Society and Emerging Technologies
- Bahasa Kebangsaan A* / Sustainable Living
- Co-curriculum

^{*}For Malaysian students who do not have a credit in SPM BM
¹ Subject to change

ENTRY REQUIREMENTS:

SPM : Pass SPM with at least credit in any 3 subjects, or any equivalent qualification

UEC : Pass UEC with Grade B in 3 subjects

Certificate : Pass Certificate (Level 3, MQF) in the related field with at least CGPA of 2.00

STPM : Pass STPM with at least Grade C (GP2.00) in any subject

SKM : SKM Level 3 in the related field

Other : Equivalent qualifications recognised by the Malaysian Government.

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