



# DIPLOMA IN E-MARKETING

(N/0415/4/0049)(MQA/PA 17934) (1/2030)

## INTRODUCTION

You will learn how to create exciting content, design eye-catching campaigns, and get your message noticed on both online and offline platforms. This course will guide you through using e-marketing tools, crafting effective messages, and planning winning advertising strategies.

Work on real-world client projects, sharpen your storytelling abilities, and connect with audiences through social media, email, and online ads. Whether you're starting your marketing journey or want to boost your digital know-how, this course will give you the skills to shine and make an impact.



## CAREER PATHWAY

- Product Marketing Management
- Digital Innovation Management
- Social Media Management
- Content Marketing Management
- Marketing Management



## FURTHER STUDIES

- Marketing
- Advertising
- Business Management (Marketing)



## FINANCIAL AIDS

- Scholarship available
- Study loan available
- PTPN available
- Instalment plan available



## ENTRY REQUIREMENT

SPM/UEC/IGCSE/O Level with any 3 credits



\* Terms & Conditions Applied



## SEMESTER 1 (YEAR 1)

Introduction to Marketing  
Foundation of Management  
Business Communication  
Introduction to Microeconomics  
Introduction to HRM  
Introduction to Digital Business



## SEMESTER 2 (YEAR 1)

Introduction to Organisational Behaviour  
International Business  
Introduction to E-Commerce  
Introduction to Macroeconomics  
Introduction to Information Technology  
Introduction to E-Marketing



## SEMESTER 3 (YEAR 1)

Penghayatan Etika dan Peradaban - U1  
Contemporary Ethical Issues - U2  
Bahasa Kebangsaan - U2  
Integriti dan Antirasuah -U3  
Community Services -U4  
Entrepreneurship



## SEMESTER 4 (YEAR 2)

Webpage Development & SEO  
Creating and Using Visual  
Professional Grooming and Branding  
Business Accounting With Practical Computerised Accounting  
Quantitative Methods  
Design Methods  
Business Finance



## SEMESTER 5 (YEAR 2)

Critical Writing and Storytelling  
Business Ethics & Corporate Governance  
Business Application Development  
Consumer Behaviour  
Practical Digital Marketing & Advertising Campaign  
Using Video in Digital Marketing



## SEMESTER 6 (YEAR 2)

Industrial Training

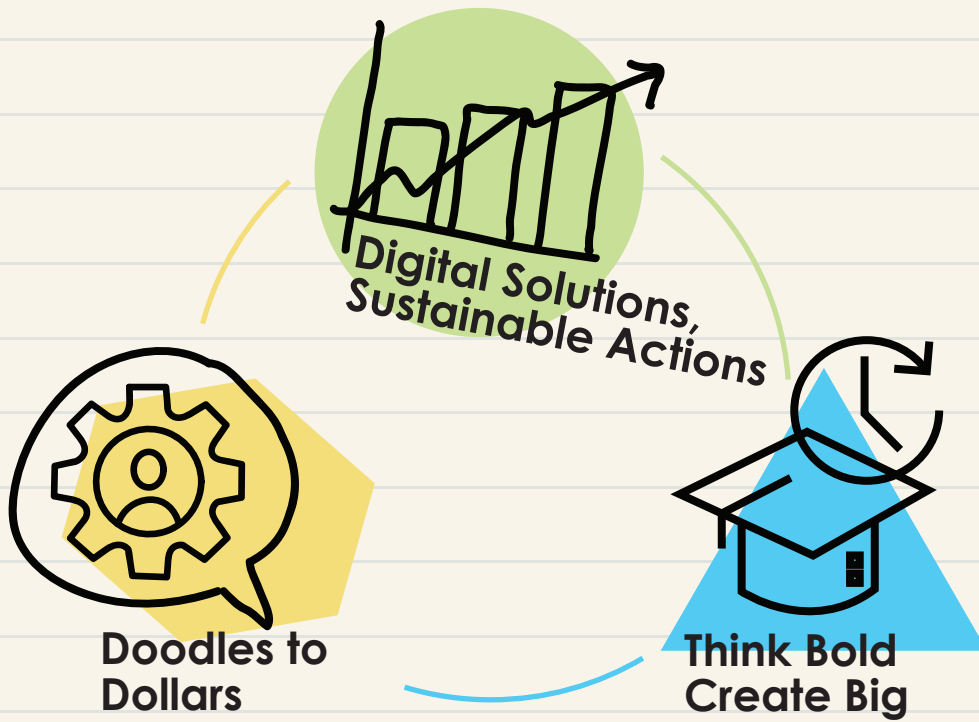


TOTAL CREDIT HOURS: 92



DURATION OF STUDIES: 2 YEARS (6 SEMESTERS)





## OUR LOCATION



Unit G-08, Wisma Zelan  
No. 1, Jalan Tasik Permaisuri 2,  
Bandar Tun Razak, 56000  
Kuala Lumpur.



## CONTACT US



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