

# Bachelor in Digital Marketing with Honours

KPT/JPT (N/342/6/0225) 01/27  
MQA/PA 15028

## Program Information

Fees: MYR 60,600

Duration: 8 Semesters / 3 Years

Mode: Full Time

Intakes: March & September



The Bachelor in Digital Marketing with Honours is designed to provide students with the ability to improve analytical and innovative thinking, problem solving, social responsibility, human relations, and technical expertise. In a fast-paced digital economy, digital marketing skills are in demand almost everywhere, from non profits to small businesses to government agencies. If you are enjoy working with technology and people, marketing might be a rewarding career for you.

## About MISI University

Formerly known as Malaysia Institute for Supply Chain Innovation (MISI) was launched as a joint initiative between the Massachusetts Institute of Technology (MIT) and the government of Malaysia on March 22, 2011 until January 13, 2022. MISI University focus is on education, research, and corporate outreach activities in supply chain management and logistics. MISI University is wholly owned by Malaysia Logistics Innovation Berhad (936566-D) a subsidiary of Universiti Teknologi MARA (UiTM).

## What sets the program apart

- Graduates will be able to apply business, management and digital marketing knowledge in the digital industry.
- Graduates will be able to demonstrate the ability to problem solving and scientific skills with good leadership and communication qualities within the relevant business environment.
- Graduates will be able to participate in self-directed lifelong learning and innovatively manage resource the challenges in the national and international business environment.
- Graduates will be able to demonstrate positive values, attitudes and professionalism in engaging with society and stakeholders.

Apply now by scanning the QR Code





## PROGRAM STRUCTURE

### YEAR 1

- Principle of Management
- Principles of Marketing
- Business Information Systems
- Principles of Accounting
- Principles of Economics
- Financial Management
- Human Resource Management
- Business Law
- Digital Marketing Mix and Foundation
- Ecommerce
- Leisure Marketing

### YEAR 2

- Business and Professional Communication Skills
- Business Analytics
- Introduction to Entrepreneurship
- Digital Content and Social Media Marketing
- Understanding Online Consumer Behaviour
- Virtual Event Management
- Marketing Research
- Digital Marketing Analytics
- Website Development
- Consumer Digital Experience & Shoppertainment
- Digital Marketing Ethics
- B2B Ecommerce
- Online Retail Merchandising

### YEAR 3

- Strategic Marketing
- Mobile Application and Email Marketing Strategy
- Digital Branding Strategy
- Digital Campaign and Media Planning
- Developing Media Content
- Internship

## ENTRY REQUIREMENTS

### For Local Student Candidate

- Pass STPM from any recognized institution, minimum CGPA 2.00, and minimum grade C in any 2 subjects
- Pass STAM from any recognized institution and minimum grade Jayyid
- Pass UEC from any recognized institution and minimum grade B in any 5 subjects
- Pass Pre-University (A-Level/equivalent) from any recognized institution, and minimum grade D in any 2 subjects
- Pass Foundation/Matriculation from any recognized institution and minimum CGPA 2.00
- Pass Diploma / Advanced Diploma / Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM) / Diploma Lanjutan Kemahiran Malaysia (DLKM) from any recognized institution and minimum CGPA 2.00
- Pass APEL (A) T6
- Pass MUET with minimum Band 2

### For International Student Candidate

- Equivalent qualifications recognized by the Malaysian Government and Malaysia Qualification Agency (MQA)
- IELTS Band Score 6, OR TOEFL Total Score 70/120, OR MUET Band 3

## CAREER PROSPECT

Digital Marketing Manager . Brand Manager . Social Media Manager . Online Content Developer . Business Analytics Specialist . SEO Specialist . Web Designer . Blogger . Mobile Marketing Specialist . Email Marketer . Search Expert