



**SEGi**  
Group of  
Colleges

Towards  
**R4.0**



**SEGiRISE**  
Redefining Industry Skills Education

# Professional Diploma in Marketing

7 Months Programme

\*Non-MQA Programme



## About the Programme

Designed for entrepreneurs and sales personnel, this programme develops participants' strategic marketing skills which enable them to progress their marketing career and perform professionally at a management level; at the same time, learn to understand the consumers' psychology through different marketing channels.

## Subjects Offered

- Introduction to Business
- Principles of Management
- Promotional Management
- Social Media Marketing
- Consumer Behaviour
- Technopreneurship

## Who is This for?

Entrepreneurs, sales personnels, marketing officers, small business owners and ground to mid-level from other fields who are interested in Marketing

## Delivery Mode

- **2** semesters over **7 months**;
- Guided face-to-face tutorial + online self learning mode;
- Complete a subject in **10 hours** (over 5 weeks)

## Pathway to an Accredited Diploma

Professional  
Diploma

Diploma in Business Administration

## Fee Structure

First Professional Diploma: **RM7,870**  
Subsequent Professional Diploma: **RM4,910**

## Offered in



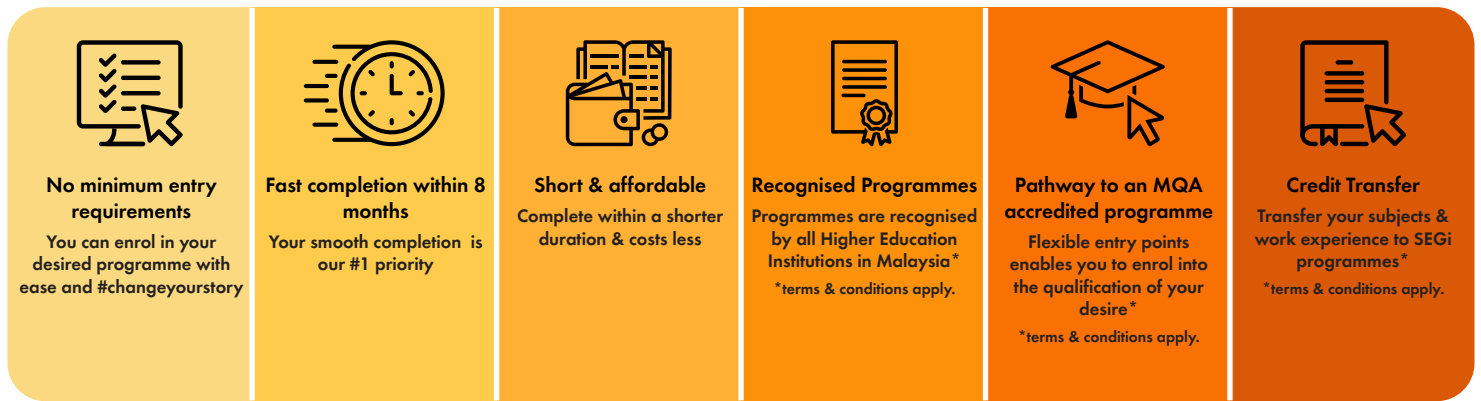
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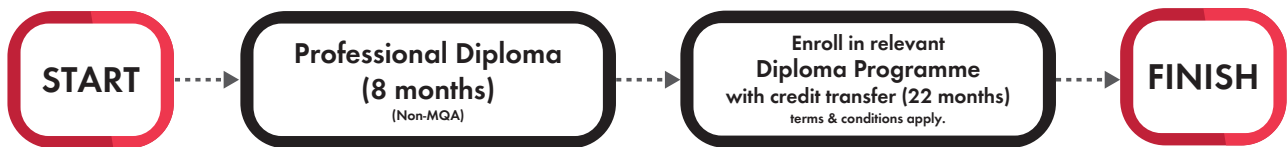
## Why SEGi Professional Diploma?



## Flexible Delivery Structure



## Pathway to an Accredited Diploma



## What Makes Us Different?

Difference	Full-time Diploma	Professional Diploma
Accredited Programme	MQA (recognition by the government for the purpose of employment in the public sector)	Non MQA (Widely accepted by private sector and can further studies to Full-time Diploma via APEL)
Duration	2 / 3 years	2 semesters over 7 months (for each Professional Diploma)
Financing	HRDF, PTPTN, EPF	HRDF
Mata Pelajaran Umum (MPU)	Applicable	No MPU
Academic Pre-Requisite	STPM/ A-Level / Foundation / Other equivalent	No need SPM, only need SKM or minimum 2-3 years industry experience
Approach to Learning	Academic	Emphasis on application of knowledge
Career Path	Academic	Industry
Learning Style	Rigid	Flexible
Certificate	Single Cert	Multiple Cert (Based on Level)