



* Starting from 2007, MQA's accreditation is perpetual unless stated otherwise. All accredited qualifications are subject to periodic maintenance audit to ensure continuous improvement. If the accreditation of a qualification is revoked, the cessation date will be displayed in the Malaysian Qualifications Register. Qualifications previously accredited under National Accreditation Board of (Lembaga Akreditasi Negara, LAN) have a validity period of 5 years and this information is stated in the MQR for reference purposes.

* The verification of accreditation status of a programme will not be performed by MQA. This printed statement is sufficient for any related business.

Diploma in Marketing


Reference Number : MQA/FA3232
Certificate Number : 09832
Name of Qualification : Diploma in Marketing
Date of Accreditation* (dd/mm/yyyy) : Starting 21/01/2013
Compliance Audit :
Name of Institution : Politeknik Kota Bharu
Address : KM 24, Kok Lanas
 16450 Keterah
 Kelantan
Telephone Number : 09-788 9126
Fax Number : 09-788 8739
E-mail : polikh@pkb.edu.my
Website : www.pkb.edu.my
Type : Diploma
MQF Level : 4
NEC Field (National Education Code) : 342 (Marketing and Advertising)
Number of Credits : 91
Mode of Study : Full + Part Time

Full Time	Weeks/Semester	Semesters	Duration
Long	19	6	3 year/s
Short	-	-	

Duration of Study (years) :

Part Time	Weeks/Semester	Semesters	Duration
Long	19	8	4 year/s
Short	-	-	

Remark(s) : This programme is originally from deemed accredited.

*NA : Not Available