



\* 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** : A9754  
**Certificate Number** : 26895  
**Name of Qualification** : Diploma in Marketing  
**Date of Accreditation\* (dd/mm/yyyy)** : Starting 27/09/2010  
**Compliance Audit** : MJA Meeting on 29/10/2019 decided to maintain Full Accreditation.  
**Name of Institution** : University of Melaka (UNIMEL)  
**Address** : Batu 28, Kuala Sungai Baru  
 78200  
 Malacca  
**Telephone Number** : 06-387 8420  
**Fax Number** : 06-387 8368  
**E-mail** : [aiwana@kuim.edu.my](mailto:aiwana@kuim.edu.my)/[sitinatoraini@kuim.edu.my](mailto:sitinatoraini@kuim.edu.my)  
**Website** : [www.kuim.edu.my](http://www.kuim.edu.my)  
**Type** : Diploma  
**MQF Level** : 4  
**NEC Field (National Education Code)** : 0415 (Marketing and advertising )  
**Number of Credits** : 91  
**Mode of Study** : Full Time

**Duration of Study (years)** :

Full Time	Weeks/Semester	Semesters	Duration
Long	17	4	2 year/s
Short	8	2	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
27/09/2010	14	6	-	3	94
31/5/2018	17+8	4+2	-	2	91

**Mode of Delivery** : Conventional  
**Remark(s)** : Name of HEP (previous): University College of Islam Melaka Name of HEP (new): University of Melaka (UNIMEL) (effective 10 February 2022)

\*NA : Not Available