



\* 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**  
 Previously known as : **Diploma in Business Studies (Marketing)**



**Reference Number** : AA0069  
**Certificate Number** : 26297  
**Name of Qualification** : Diploma in Marketing  
 Previously known as : Diploma in Business Studies (Marketing)  
**Date of Accreditation\* (dd/mm/yyyy)** : Starting 14/01/2009  
**Compliance Audit** : MJA Meeting on 30/6/2020 decided to maintain Full Accreditation.  
**Name of Institution** : Tunku Abdul Rahman University of Management and Technology (TAR UMT)  
**Address** : Jalan Genting Klang  
 Setapak  
 53300  
 Wilayah Persekutuan Kuala Lumpur  
**Telephone Number** : 03-4145 0123  
**Fax Number** : -  
**E-mail** : [info@tarc.edu.my](mailto:info@tarc.edu.my)  
**Website** : [www.tarc.edu.my](http://www.tarc.edu.my)  
**Type** : Diploma  
**MQF Level** : 4  
**NEC Field (National Education Code)** : 0415 (Marketing and advertising )  
**Number of Credits** : 93  
**Mode of Study** : Full Time

**Duration of Study (years) :**

Full Time	Weeks/Semester	Semesters	Duration
Long	17	4	2 year/s
Short	9	2	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
14/1/2009	14 + 7	5 + 2	-	2.33	93
Intake 2012/2013	17 + 9	4 + 2	-	2	93
24/5/2018	17 + 9	4 + 2	-	2	93

**Mode of Delivery** : Conventional

**Remark(s)** : Diploma in Marketing is effective starting from 13/6/2019.  
 Previous HEP Name:Tunku Abdul Rahman College (TARC). 2nd HEP Name:Tunku Abdul Rahman University College, Kuala Lumpur (Main Campus) effective from 2/5/2013. Latest HEP Name:Tunku Abdul Rahman University of Management and Technology (TAR UMT) effective 7/11/2022.

\*NA : Not Available

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