



* 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 E-Marketing
Previously known as : Diploma in Business Studies (E-Commerce and Marketing)



Reference Number : AA0144
Certificate Number : 26040
Name of Qualification : Diploma in E-Marketing
 Previously known as : Diploma in Business Studies (E-Commerce and Marketing)
Date of Accreditation* : Starting 06/01/2009
(dd/mm/yyyy)
Compliance Audit : MJA Meeting on 4/6/2020 decided to maintain Full Accreditation.
Name of Institution : Tunku Abdul Rahman University of Management and Technology Cawangan Pulau Pinang
Address : 77, Lorong Lembah Permai Tiga
 11200 Tanjung Bungah
 Penang
Telephone Number : 04-899 5230
Fax Number : -
E-mail : penang@tarc.edu.my
Website : 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
6/1/2009	14 + 7	5 + 2	-	2 tahun/years 6 bulan/months	93
Intake 2012/2013	17 + 9	4 + 2	-	2	93
30/1/2018	17 + 9	4 + 2	-	2	93

Mode of Delivery : Conventional
Remark(s) : Name of Diploma in E-Marketing is effective from 13 June 2019.
 Previous HEP Name: Tunku Abdul Rahman University College Penang Branch Campus.
 Latest HEP Name: Tunku Abdul Rahman University of Management and Technology Cawangan Pulau Pinang effective 7/11/2022.

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