



\* 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** : AA0148

**Certificate Number** : 18575

**Name of Qualification** : Diploma in Marketing  
 Previously known as : Diploma in Business Studies (Marketing)

**Date of Accreditation\*** : 14/01/2009 to 02/03/2022  
 (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](mailto:penang@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 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 Marketing is effective from 13 June 2019. Previous HEP Name:Tunku Abdul Rahman University College Penang Branch Campus. Latest HEP name effective 7/11/2022.  
 Program Cessation Date: 03/03/2022

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