



• 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/FA3310  
**Certificate Number** : 11340  
**Name of Qualification** : Diploma in Marketing  
**Date of Accreditation (dd/mm/yyyy)** : Starting 21/01/2013  
**Compliance Audit** : The Accreditation Committee Meeting on 2 May 2023 agreed to maintain Full Accreditation.  
**Name of Institution** : Politeknik Tuanku Sultanah Bahiyah  
**Address** : Kulim Hi-Tech Park  
 09000 Kulim  
 Kedah  
**Telephone Number** : 04-403 3333  
**Fax Number** : 04-403 3033  
**E-mail** : [pengarah@ptsb.edu.my](mailto:pengarah@ptsb.edu.my)  
**Website** : [www.ptsb.edu.my](http://www.ptsb.edu.my)  
**Type** : Diploma  
**MQF Level** : 4  
**NEC Field (National Education Code)** : 0415 (Marketing and advertising )  
**Number of Credits** : 94  
**Mode of Study** : Full Time

**Duration of Study (years)** :

Full Time	Weeks/Semester	Semesters	Duration
Long	18	5	3 year/s
Short	-	-	
Industrial Training	20	1	

Starting	Weeks/Semester	Semesters	Industrial Training	Years	Credits
21/01/2013	15	6	-	3	91
Sesi Jun 2019	18+20	5+1	Available	3	94

**Remark(s)** : NA

**NA : Not Available**