



• 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 (dd/mm/yyyy)** : Starting 06/01/2009  
**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
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.

---

**DISCLAIMER:** The Malaysian Government and the Malaysian Qualifications Agency shall not be liable for any loss or damage howsoever arising from the use of any information contained herein.