



• 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 (dd/mm/yyyy) : 14/01/2009 to 02/03/2022

Date of Cessation : 03/03/2022

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
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

NA : Not Available

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