

LSBF College DK316(W)
(formerly known as Elite International College)
Level 1-3 No. 49, Jalan Hang Lekiu,
50100 Kuala Lumpur Malaysia

☎ +603-2022 4888
☎ +6010-454 5008
✉ info@lsbf.edu.my

Diploma in Digital Marketing

(N/0415/4/0022)(01/29)(MQA/PA16914)

WHY STUDY AT LSBF?



Globally Recognised Qualifications

Our internationally accredited programmes boost your career prospects on a global scale.



Multicultural Learning Environment

Immerse yourself in a diverse student community, enriching your educational journey and expanding your network.



Strong Industry Links

Take advantage of our strong industry partnerships, opening doors to networking and potential career opportunities.



Thriving Alumni Community

Connect with our successful graduates for mentorship and career advancement opportunities.



Experienced Faculty

Learn from distinguished academics and industry professionals who bring real-world insights to your studies.



Cutting-Edge Facilities

Utilise modern resources and technology designed to foster your academic and professional development.



Adaptable Study Options

Select from a range of learning formats, including on-campus, online, and blended approaches to suit your lifestyle.



Forward-Thinking Curriculum

Engage with course content that incorporates the latest industry trends and technological innovations.

PROGRAMME INFORMATION

Diploma in Digital Marketing (N/0415/4/0022)(01/29)(MQA/PA16914)

Programme Overview

The Diploma in Digital Marketing equips students with essential knowledge and practical skills to excel in digital marketing. Covering topics like marketing fundamentals, digital tools, content creation, SEO, SEM, and data analytics, and the program combines interactive lectures, practical workshops, and real-world projects to ensure students are industry ready.

Graduates will be prepared for roles such as Digital Marketing Specialist, Social Media Manager, and Content Marketing Strategist. With a strong foundation in both theory and practice, they will have a competitive edge in the job market, ready to contribute effectively to any organization's digital marketing efforts.

Intakes

January, May and September

Study Duration

Full Time: 2 years

Part Time: 4 years

Programme Structure

Year 1

- Introduction to Digital Entrepreneurship
- Fundamentals of Management
- Fundamentals of Information Technology
- Fundamentals of Marketing
- English for Business Purposes
- Philosophy and Current Issues / Bahasa Melayu Komunikasi 1
- Introduction to Digital Marketing
- Creative Thinking in Digital Entrepreneurship
- Fundamentals of Business
- Business Communications
- Consumer Behaviour
- E-Commerce
- Microeconomics
- Business Law
- Bahasa Kebangsaan A / Entrepreneurship Skills

Year 2

- Social Media Marketing
- Human Resource Management
- Business Ethics
- Business Statistics
- Organisation Behaviour
- Integrity And Anti-Corruption
- Digital Marketing Strategy
- Marketing Management
- Principles of Operations Management
- Macroeconomics
- Privatisation in Malaysia
- Multimedia and Web Technology
- Business Plan

Entry Requirements

General Requirements

SPM/O-Levels	Pass SPM or equivalent with 3 credits in any subjects
STAM	Pass in STAM with at least Grade <i>Maqbul</i> (Pass)
SKM	Pass with level 3 in related field
Certificate	Pass in relevant Certificate with at least minimum of CGPA 2.00
STPM/A-Level	Pass STPM with minimum GPA 2.00 (Grade C) in any 1 Subject
Others	Other equivalent qualification approved by the government of Malaysia

English Requirements

International Students	<ul style="list-style-type: none"> • IELTS: 5.0 • TOEFL iBT: 40 • Pearson (PTE): 47 • MUET: Band 3.5
-------------------------------	--

Career Opportunities

Upon graduation, work opportunities for students include:

- Digital Marketing Specialist
- Social Media Manager
- Content Marketing Strategist
- SEO/SEM Specialist
- Email Marketing Coordinator
- Digital Advertising Analyst
- Web Analytics Expert
- Online Community Manager
- Digital Campaign Manager

