



AXISMATICS Professional Institute

Diploma in Marketing Management (DMM)

Affordable
course
fees

Strategic
location

Conducive
and friendly
community
college

Scholarships
study loans
available

Unique graduates with creative
& innovative global mindset



Diploma in Marketing Management (N/340/4/0225) (MQA/PA 13031)

Our Diploma in Marketing Management (DMM) programme at Axismatics Professional Institute is designed to equip the graduates with the current and latest knowledge in marketing technique and management skills to improve sales in product or services, accomplish and groom our graduates into a marketing and management profession.

The programme syllabus covers both the strong base of foundation in areas related to how to make effective decision in order to profitably present marketing strategy and plan.

The programme curriculum offers various innovative approaches to learning including seminars, expert guest speakers, case analyses, online business simulations, external consulting projects, and experiential excursions.

The programme provides a solid foundation, extensive and broad knowledge in marketing and management for our graduate to be get prepared into the degree in various field, i.e. Marketing, Entrepreneurship, Business Management, Business Studies and etc at various local institution where one must fulfil each and every conditions and special requirement set by different institution.

Entry Requirement

SPM/UEC/O Level or equivalent with a minimum of 3 credits

Intakes

- January
- May
- September

The duration of the program:

The duration of the program is 2 ½ years, i.e. a total of 7 semesters of studies including the required hours of internship /practical trainings.

The assessment components of the program are made up of internal examinations, assignments, presentation, course work or online exercise and internship/practical trainings.

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Program Syllabus: (Core and Common courses)

Marketing:

- Introduction to Marketing
- Consumer Behaviour
- International Marketing
- Services Marketing
- E-Marketing
- The Principles of Selling
- Sales and Negotiation Skills
- Brand Marketing
- Marketing Research
- Strategic Marketing Management

Management:

- Introduction to Business
- Entrepreneurship
- Business Ethics and Corporate Governance
- Introduction to Sustainable Development

Human Resource:

- Introduction to Human Resource Management

Information Technology:

- Introduction to Information Technology

English and Communication:

- English
- Business Communication

Accounting and Finance:

- Introduction to Accounting

Economics and Mathematics:

- Introduction to Microeconomics
- Introduction to Macroeconomics
- Business Mathematics
- Introduction to Business Statistics

MPU:

- Malaysian Studies
- Bahasa Kebangsaan
- Contemporary Ethical Issues
- Malaysia: Peoples, Traditions, Religions and Beliefs
- Community Services

Your potential careers

- Public Relation Officer
- Marketing Research Analyst
- Media Planner Manager
- Event Organizer Executive
- Digital Marketing Manager
 - And many more

Tuition Fees:
RM23,500

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All information is correct at the time of printing.
The Institute reserves the right to amend the
information without prior notice.

