

# DISTED COLLEGE

DK187(P)



## DISTED Pulau Pinang Sdn Bhd

Company Registration Number : 199701020079 (435576-U)

MOHE Approval Number: DK187(P)



340, Macalister Road,  
10450, George Town, Penang



MyQUEST 2022

## COMPETITIVE

(Kategori Berdaya Saing)

+604-229 6579

+6011-3390 4971

[disted.edu.my](http://disted.edu.my)

# Bachelor in Marketing (Honours) in collaboration with HELP University

KPT/JPT(N/0415/6/0046 ) 05/29 (MQA/PA17045)

The overall aim of this programme is to equip students with important roles in marketing and the contribution of marketing to the success of business enterprise. This programme enables students to master essential marketing theories linked to marketing practices, be able to apply them to various marketing environment and gain early exposure to the use of marketing analytics. Students can identify the roles of traditional and digital advertising and integrated communication across marketing communication tools, and be able to apply pricing knowledge and major social criticisms of marketing. Thus, as intended by Malaysia's Higher Education Blueprint 2015–2025, students will be ready to become global corporate citizens.



## MIN. ENTRY REQUIREMENTS

- ✓ **Matriculation / Foundation or its equivalent**  
Minimum CGPA of 2.00 out of 4.00\*\*
- ✓ **Diploma (Level 4, MQF)**  
Minimum CGPA 2.00 out of 4.00
- ✓ **STPM**  
Minimum Grade C (GP 2.0) in any TWO subjects
- ✓ **Advanced Diploma (Level 5, MQF)**  
Minimum CGPA of 2.00 out of 4.00
- ✓ **Sijil Tinggi Agama Malaysia (STAM)**  
Minimum grade of Jayyid (good)
- ✓ **Diploma Kemahiran Malaysia (DKM) / Diploma Vokasional Malaysia (DVM)**  
Subjected to Senate / Academic Board's approval
- ✓ **Diploma Lanjutan Kemahiran Malaysia (DLKM)**  
Subjected to Senate / Academic Board's approval
- ✓ **A-Level 2 Ds**
- ✓ **Senior Middle 3 (UEC) 5 B's\*\*\***
- ✓ **Australian Matriculation Programmes**  
University Aggregate of 50% or ATAR score of at least 50 for various programmes

### Any other equivalent qualification

\*\*The stated qualifications need to be supported with a pass in Mathematics, English, Sejarah and Bahasa Melayu at SPM level.

\*\*\*Please refer to the HELP University Faculty of Business, Economics and Accounting on the Mathematics and English requirement.



## WHY JOIN US

This course will equipped the graduates with an excellent decision making skills and train them to be innovative and creative towards problem solving.

Despite the rapid changes in the business environment, the course will help the graduates develops critical thinking and boost their communication skills effectively.

The course will open doors to vast employment opportunities in marketing related professional fields.



## CAREER PATHWAY

- Market Research Analyst
- Marketing Executive
- Product Executive
- Sales Executive
- eCommerce Marketing Executive
- Advertising / Promotion Executive
- Brand Manager / Strategist



## PROGRAMME STRUCTURE

### Year 1

- Financial Accounting 1
- Principles of Microeconomics
- Principles of Management
- Business Statistics
- Information Technology for Business
- Management Accounting 1
- Principles of Macroeconomics
- Business Law
- Principles of Marketing

### Year 2

- Consumer Behaviour
- Digital Marketing
- Business Finance
- Managing Human Resources
- Product Management
- Introduction to Operations Management
- Distribution & Logistics Management
- Sales Management
- Business Analytics for Decision Making
- Elective 1\*

### Elective 1\*

- Asian Entrepreneurship & Innovation
- Asian Business Environment
- Retail Management
- International Economics
- Brand Management
- E-Commerce

\* Subject to availability

### Year 3

- Integrated Marketing Communications
- Strategic Global Marketing
- Marketing Research
- Services Marketing
- Graduation Project
- Competitive Marketing Planning & Strategy
- Innovative Product Development and Management
- Elective 2\*

### Elective 2\*

- International Business Law
- Corporate Policy and Strategy
- Strategic Marketing Relationship
- Business Ethics & Social Responsibility
- Managing People Across Cultures
- Strategic International Business Management
- B2B Marketing

\* Subject to availability

### General Studies

- Appreciation of Ethics and Civilizations / Communicative Malay Language 2 (International)
- Philosophy and Current Issues
- National Language A (\*\*) or A\*Gen Careers in Malaysia and Beyond, or Integrity and Anti-Corruption Course (\*\*\*)
- Co-curriculum- Sports 2 or Co-curriculum - Event Management 2

### University Core

- Discovering Oneself
- Engaging the World

\* Local students to take both Appreciation of Ethics and Civilizations and Philosophy and Current Issues

\*\* for Local students without a credit in SPM Bahasa Melayu

\*\*\* for students that have not taken Integrity and Anti-Corruption Course at Diploma level



## List of Companies our Graduates work with

|                                       |                                      |
|---------------------------------------|--------------------------------------|
| WeConnect                             | Jabil Global Business Centre         |
| Dell Technologies                     | IQI Holdings Sdn Bhd                 |
| McMillan Woods                        | JS Soo & Co PLT                      |
| Deloitte                              | Khor, Heng & Associates              |
| Moore Stephens Associate PLT (Penang) | W.G Ooi & Associates                 |
| Motorola Solutions Malaysia           | Chan & Co PLT                        |
| T & K Tax Savvy Sdn Bhd               | Marubun Arrow (M) Sdn Bhd            |
| KCK Associates PLT                    | KYC & Associates                     |
| SH Malaysia                           | Pina Auto Machinery Services Sdn Bhd |
| Cosmopolitan Homes Management Sdn Bhd | NCTS Consulting Sdn Bhd              |
| KPMG                                  | The Suburban Food Sdn Bhd            |
| J Heng GBS Sdn Bhd                    | Teh Eng Aun & Co PLT                 |
| PwC                                   | Liang & Associates                   |
| R Karti & Co                          | Grant Thornton                       |
| Tax Advisory PLT                      |                                      |



## Industry Panel list



**Ms Kellee  
Khoo Kee Lee**

Tax Director,  
T & K Tax Savvy  
Sdn Bhd



**Ms Pauline Kang**

Global Financial Services  
Centre, Operational  
Excellence and Automation  
Manager, Electrolux Group



**Ms Tilla  
Puspanathan**

Section Manager Finance,  
AMD Global Services (M)  
Sdn Bhd



**Ms Khoo Chung Li**

Fellow CPA  
Senior Finance Director  
Penang Site Lead, AMD