

Get In Touch

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Digital Marketing Consultancy Sdn. Bhd.

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EXECUTIVE MASTER IN DIGITAL BUSINESS STRATEGY AND PLANNING

STRATEGIC PARTNERSHIP

NON-MQA

INTRODUCTION

In this Masters programme, we will equip you with the specialist digital marketing knowledge and skills that are sought-after by employers from all markets and sectors and is designed to position you as a marketing professional with digital expertise

LEARNING OUTCOME

PL01

Demonstrate continuing and advanced knowledge in digital marketing and have the capabilities to further develop or use these in new situation or multi-disciplinary context

PL02

Analyse and evaluate problems in digital marketing critically particularly in situations with limited information and to provide solutions through the application of appropriate tools and techniques

PL03

Plan and perform market research undertakings professionally, ethically and responsibly

PL04

Recognise the needs for continuing professional development in the field of digital marketing

PROGRAMME MODULES

Module 1	Digital Business Strategy and Planning
Module 2	Business Management Principles
Module 3	Communication in Business
Module 4	Website Building and Optimization
Module 5	E-Commerce Business Setup
Module 6	Advanced Content Marketing
Module 7	Social Media Marketing
Module 8	Strategic Paid Advertising
Module 9	Advanced Search Engine Optimization
Module 10	Website and Data Analytics
Module 11	Chatbot and Mobile Marketing
Module 12	Research Project

ASSESSMENT METHODS

70%

Continuous Assessment

30%

Final Assessment

DURATION OF STUDY

12 months

12 modules

MODE OF STUDY

Coursework

WHO SHOULD APPLY?

- General marketers looking to update their digital skills
- Marketing managers looking for more digital insight
- Marketing and business graduates looking for immediate practical skills to kick start their careers
- Small business owners – current and future
- Anyone responsible for updating their organisation's digital strategy and action plans

ENTRY REQUIREMENTS

Passed Bachelor / Executive Bachelor/ Professional Bachelor in related fields

OR

Other academic qualifications with at least 4 years working experience depending on UNIMAS Senate approval

OR

Passed Accreditation of Prior Experiential Learning, APEL (A)

PROGRAMME FEE

RM18,500

(inclusive 6% SST)

REGISTRATION FEE

RM500