

# Malaysia's 1st Professional Diploma in Internet Marketing

## WHAT YOU WILL LEARN

The Professional Diploma in Internet Marketing is a tailor-made 6 month part-time course designed for those who plan and manage digital marketing initiatives.

6 modules spanning the areas of skills and knowledge that will make you successful in your digital marketing initiatives at work:

- The Digital Marketplace
- Develop Strategy and Performance Goals for Internet Marketing
- Manage eCRM and the Virtual Marketplace
- Master Social Media
- Manage Digital Marketing: People, processes and technology
- Capstone: Initiating, controlling and coordinating digital campaigns

Endorsed By:



INSTITUTE OF MARKETING MALAYSIA

Give your company and you the added advantage of running Internet Marketing campaigns that deliver significant business results



AeU's School of Professional and Executive Education (SPEED) focuses on lifelong learning for mature working adults ranging from professional training to Executive Master programmes.

The executive education programmes include executive diplomas, executive bachelors and executive masters in a variety of specialist fields.

- SPEED is committed to impart dynamic skills, knowledge and experience to the 21st century executives in their pursuit of lifelong learning.
- SPEED offers a comprehensive portfolio of programmes delivered by a multinational, multicultural faculty through strategic alliances with local and international educational institutions.
- SPEED provides flexible, and accessible open entry education via a unique blend of internet based learning technologies and classroom lectures.

### Learning Centres

South East Asia: Malaysia - Kuala Lumpur / Kuching / Kota Kinabalu • Indonesia • Vietnam • Cambodia

Southern Asia: India (73 Learning Centres) • Sri Lanka Middle East: Bahrain • Saudi Arabia

### A Collaborative Multinational University under the 31 Asia Cooperation Dialogue (ACD) Countries

• Malaysia • Republic of Singapore • People's Republic of China • Republic of India • Japan • Kingdom of Bahrain • United Arab Emirates • Republic of the Philippines • Brunei Darussalam • Republic of Indonesia • State of Kuwait • Republic of Vietnam • Kingdom of Saudi Arabia • Kingdom of Thailand • Republic of Korea Socialist • Union of Myanmar • Sultanate of Oman • Russian Federation • Kingdom of Bhutan • Islamic Republic of Iran • Lao People's Democratic Republic • Republic of Kazakhstan • Tajikistan • Uzbekistan • Kingdom of Cambodia • Islamic Republic of Pakistan • Mongolia • Democratic Socialist Republic of Sri Lanka • State of Qatar • People's Republic of Bangladesh