

**MALAYSIAN MICRO-CREDENTIAL STATEMENT (MMS)**

<b>MALAYSIAN MICRO-CREDENTIAL STATEMENT<sup>11</sup></b>	
Serial No:	MCFAC1094
Name:	
NRIC:	
Name of Course:	Micro Award in Marketing Communication
Programme (Course Origin) <sup>1</sup>	Diploma in Communication (MQA/FA4419)
Credit transfer / award	Diploma in Communication
Name and status of awarding institution	HELP University (a private university registered under ACT 555, Malaysia with powers to award Diplomas, Bachelors, Masters and Doctoral qualifications under the MQF)
Language of instruction/examination	English
Delivery	Online learning & Face to face seminars
Mode of study	Conventional (Blended learning)
Level of the course <sup>1</sup>	Diploma
Credit hours/ equivalent <sup>1</sup>	4 credits
Student learning time	160 hours
Duration	14 weeks
Enrolment Requirements	n/a
Course Learning Outcomes	1. Understanding of Integrated Marketing Communications (IMC) theories and concepts. (C2, PLO1)

	2. Identify how IMC helps build brand identity and create brand equity through brand synergy. (A3, PLO10)
	3. Recognise the use of main promotional tools of advertising, public relations, sales promotion, direct marketing, event marketing, and online marketing. (P6, PLO4)
Assessment	60% Continuous Assessment 40% Final Assessment
Grade System & Grading System	HD1 to PS2 with marks ranging from 100 to 0
Quality Assurance	Malaysian Qualifications Agency (MQA) and HELP University internal quality assurance processes and procedures
Date of official stamp/ seal of award	
Signature	Deputy Vice Chancellor (Academic)
Contact information for verification	<a href="mailto:registry@help.edu.my">registry@help.edu.my</a>
Note:	
	1. Stand-alone micro-credentials may not have information for all these fields in the MMS. 2. HEP and other providers may provide the information in the MMS in two or more documents.

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<sup>11</sup>The sample is not intended to standardise the form or format of statement. HEPs should endeavour to include this and other information pertinent in the digital certification