

ENTRY REQUIREMENTS

Candidates with the following criteria will be eligible to be considered for admission into the graduate diploma programmes:

(1) REGULAR ENTRY

For candidates who possess a minimum of two (2) Principals in STPM or equivalent qualifications.

(2) OPEN ENTRY

(I) Age

Candidates must be at least 21 years of age on 1st January of the year of application.

and

(II) Academic Qualifications

a. STPM / HSC / A-Levels with at least one (1) Principal or other equivalent qualifications can be accorded direct admission into the degree programmes.

or

b. PMR / SPM / MCE / UEC or equivalent qualifications subject to an assessment of work experience, prior learning experience and / or a diagnostic test to assess the academic aptitude, interest and suitability for tertiary level studies.

Candidates who display potential difficulties in undertaking tertiary studies will be required to undergo and successfully complete a Headstart programme.

SUPPORT SERVICES

Learning resources include a variety of specially-designed open learning study materials in print and audio-visual; access to online interactive and Web-based communications. Libraries and other administrative support are also available at the regional learning offices.

DURATION OF STUDY

The minimum number of years to complete a graduate diploma programme is 3 years. You are allowed to take a maximum of 4 courses but not more than 15 credits per semester. A student must complete 70 credit hours and obtain a minimum CGPA of 2.0 to be eligible for graduation.

APPLICATION PROCEDURES

Application forms can be obtained from the Regional Offices or downloaded from the website. The duly completed forms must be returned to the respective Regional Offices or posted to the Wawasan Open University Main Campus.

Contact Us

Main Campus

Wawasan Open University (700364-W)
54 Jalan Sultan Ahmad Shah, 10050 Penang, Malaysia.
Email: enquiry@wou.edu.my Fax: 04-226 9323

For enquiries on courses and programmes: **1-300-888-WOU(968)**
For general queries: **04-228 9323**

Regional & Support Offices

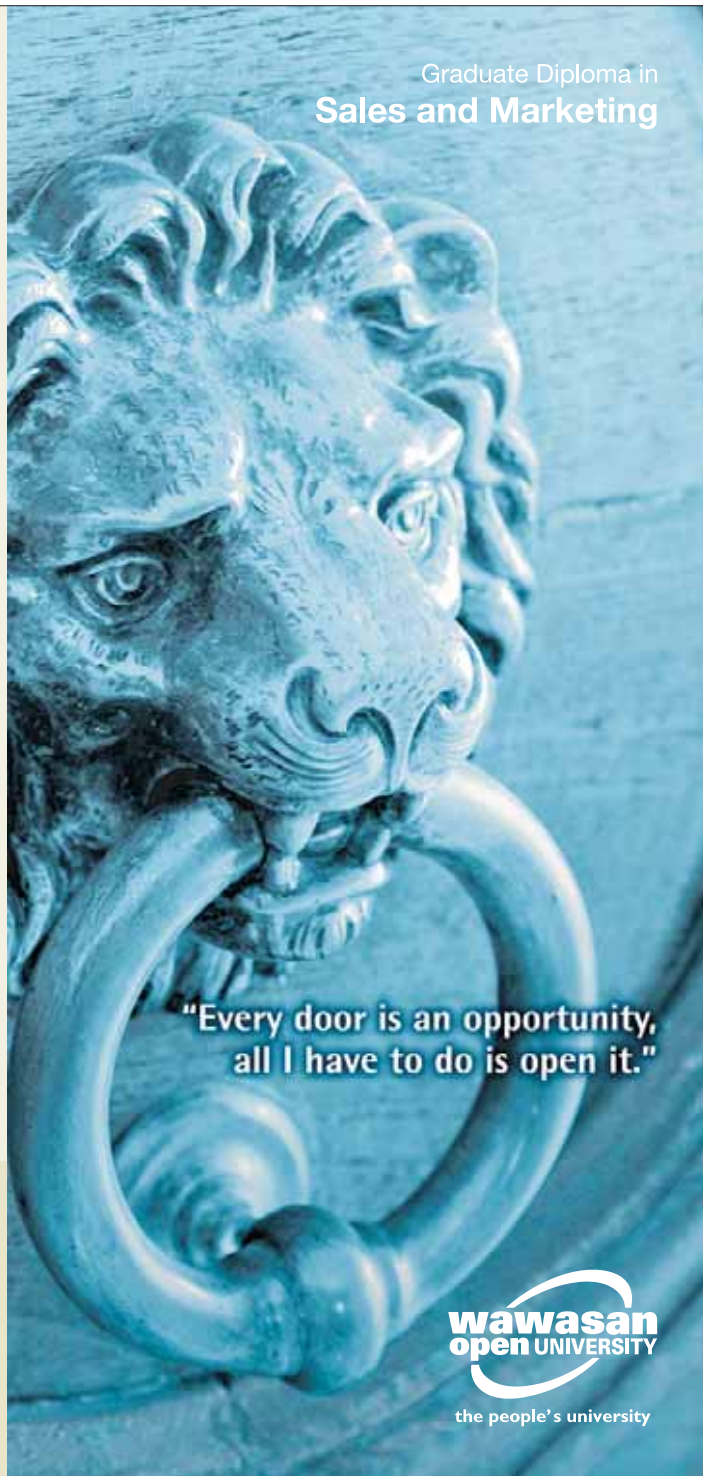
PENANG | KUALA LUMPUR | JOHOR BAHRU | KUCHING
IPOH | PETALING JAYA | KOTA BHARU

(All Regional Offices are closed on Mondays, except Kota Bharu Regional Office which is closed on Sundays)

For further details, visit wou.edu.my

KEPT/IPS/DET/US/PO1

Graduate Diploma in Sales and Marketing



"Every door is an opportunity,
all I have to do is open it."

wawasan
open UNIVERSITY

the people's university



PROGRAMME OBJECTIVES

This programme is designed to upgrade the skills and competencies of sales and marketing personnel and those involved at operational level marketing activities. Graduates will be able to make effective sales and marketing presentations, conduct sales negotiations and successfully conclude marketing deals. Graduates will be able to work effectively with various distribution channels, and being marketing and customer-oriented, they can help organisations develop effective sales and marketing strategies in their daily business operations.

CAREER OPPORTUNITIES

Marketing/Sales personnel are now a presence in typically any organisations. Conservative service organisations like hospitals, universities and training institutions, banks and other financial establishments also seek out individuals with training in such disciplines. Career opportunities include fields such as sales management, personal selling, CRM, marketing communication and other specialised selling fields like pharmaceuticals, insurance, real estate and technical sales.

GRADUATION REQUIREMENTS

Course Category	No. of Courses	Credits Earned
MPW Courses	3	9
University Courses	5	21
Basic Major Courses	4	20
Core Major Courses	3	15
Elective Courses	1	5

You will be awarded the relevant Graduate Diploma upon completion of at least 70 credit hours with a minimum CGPA of 2.0.

PROGRAMME COMPONENTS

MPW Courses

- Bahasa Kebangsaan A or Bahasa Kebangsaan B
- Malaysian Studies
- Pengajian Islam or Pendidikan Moral

University Courses

- University Mathematics B
- Learning Skills for University Studies
- Basic Computing and the Internet
- Communication Skills for the Workplace

Basic Major Courses

- Microeconomics
- Principles and Practices of Management
- Principles of Marketing
- Business Accounting I

Core Major Courses

- Consumer Behaviour
- Sales and Distribution Management
- Personal Selling and Salesmanship

Elective Courses (Choose 1 Course)

- Business Law
- Business Ethics
- Services Marketing

Foundation Courses (Optional)

- Foundation English
- Foundation Mathematics

University Elective Courses (Choose 1 Course)

- Advanced Writing Skills for University Studies
- Entrepreneurship Development