



Professional Bachelor of Internet Marketing Technology

(Conventional Mode : Full Time/Part Time)

Have YOUR OWN Internet Business Model!

- Get your degree in 3 years and OWN an Internet Business
- Mastery of ever-changing Internet Marketing Technology
- Skillful in both Marketing and Internet Technology



Internet Marketing Technology is a fast growing field of study with high job prospects

Dr. Irfan Khairi

Malaysian Internet Marketing Expert



An innovative programme that match technology and marketing

Dato' Sharifah Mohd Ismail

President, Institute of Marketing Malaysia

Overview

PBIMT is a programme that will expose students to various internet marketing models for services and products online. Graduates will gain comprehensive knowledge of to build a successful online business.

Entry Requirements

Local and International students:

- Diploma with at least CGPA 2.00, OR,
- Matriculation/Preparatory University programmes with at least CGPA 2.00, OR,
- SPM/O' Level or its equivalent with 3 years related working experience, OR,
- SKM Level 3 OR Level 4 (Diploma equivalent), OR
- A Level with at least C grade in 3 subjects, OR,
- **Open Entry Qualifications** recognized by the Ministry of Higher Education Malaysia :
 - At least 21 years old and possess PMR or equivalent, OR,
- Other qualifications recognised by the AeU Senate



Credit Transfer:

Some courses / subjects taken previously may be considered for exemption as prescribed pending on approval by University.

Why You Should Enroll

YOU WILL BE ABLE TO:

- Produce **marketing solutions** using appropriate internet marketing technologies
- Produce high ranking search engine results for business with appropriate **SEO techniques** for marketing purposes
- Develop suitable **internet applications** as marketing strategies
- Use appropriate tools and techniques to manage the **internet business services** efficiently
- Conduct **market analysis** and obtain **market statistics**
- Setup and operate your **own internet business**

SUBJECTS:

1. Principle of Management
2. Principle of Marketing
3. Business Law
4. International Business
5. International Marketing
6. Customer Relationship Management
7. E-advertising
8. Consumer Behaviour
9. Internet Marketing
10. Integrated Marketing Communication
11. Marketing Management
12. Advertising and Direct Marketing
13. Fundamental Concepts of ICT
14. Computer Ethics and Law in ICT
15. Computer Programming
16. Object Oriented Programming
17. Information System Analysis and Design
18. Internet Security
19. Database Systems
20. Multimedia Web Development
21. Ecommerce
22. Project I
23. Project II
24. Project III
25. Industrial Training

PRACTICAL COMPONENTS:

1. Computer Programming Lab
2. Object Oriented Programming Lab
3. Database Programming lab
4. Web and Multimedia Programming Lab
5. Internet Security Lab
6. Internet Marketing Lab 1 - Internet Marketing and User Interfaces
7. Internet Marketing Lab 2 – e-Commerce
8. Internet Marketing Lab 3 – Search Engine Optimization
9. Internet Marketing Lab 4 – Intelligent Internet Computing

ASSESSMENT METHODS:

- ♦ Projects ♦ Assignments ♦ Lab work ♦ Oral presentation

EDUCATION PATHWAY:

