MAHSA AVENUE INTERNATIONAL COLLEGE

DK263(W)

BUSINESS

Diploma in Fashion Marketing

KPT/JPT (N/0415/4/0055) MQA/PA18761 10/30





MAHSA Avenue International College

MAHSA Avenue International College (MAIC), a subsidiary of the MAHSA Education Group, is a leading private higher education institution in Malaysia. We offer a diverse range of MQA-accredited programmes, including certificates, diplomas, and SKM-certified courses in Graphic Design, Multimedia, Mass Communication, Information Technology, Business, Human Resource Management, Health Science, Public Health Assistance, Hairdressing, and Beauty and Aesthetics. Through a strategic partnership with the University of Portsmouth, MAIC will also soon offer Bachelor's Degree programmes.

At MAIC, we deliver value-based education that equips students with essential knowledge, practical skills, and strong social responsibility. Our mission is to nurture ethical, innovative, and industry-ready graduates who contribute positively to society while supporting sustainable development.

Community engagement is embedded in our culture, from management to students, through active collaborations with non-profit organisations on impactful community service projects. These initiatives help instil compassion, empathy, and social stewardship while encouraging personal growth.

To strengthen employability, MAIC collaborates with industry leaders and institutions through Memoranda of Understanding (MOUs), enriching the curriculum with real-world expertise through talks, workshops, mentorship, and hands-on learning.

MAIC also provides clear pathways for academic and career advancement, including articulation opportunities to MAHSA University and the University of Portsmouth, ensuring students are prepared for lifelong success in an evolving global landscape.



Success Begins with Great Ideas

PRIDE 2.0: Future-Proof Education at MAIC

At MAHSA Avenue International College, PRIDE 2.0 (Professional and Industry Driven Education) is our signature ecosystem that empowers students to excel through a strong foundation of skills, industry exposure, and technology. Built to support MAHSA's "Be More" mission, PRIDE 2.0 goes beyond traditional learning by shaping confident graduates who are ready for the future and the workplace.

Through PRIDE 2.0, students develop essential competencies in leadership, entrepreneurship, innovation and technology (including AI), and sustainability, supported by micro-credentials and digital learning. Students also gain early access to real-world opportunities through PRIDE Connect, including practicums, externships, structured internships, and apprenticeships, ensuring every learner graduates with both academic achievement and industry-ready experience.

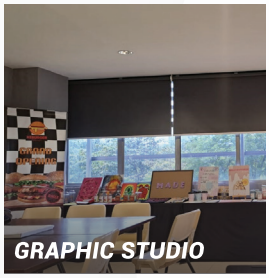


WHY STUDY WITH US?

- **Dynamic & Industry Related Curriculum**
- **Innovative & Creative Teaching Approach**
- **Strategic Location & Excellent Amenities**
- **Internship Opportunities with Industry Partners**
- **Personalised Student Support**

EXCELLENT AMENITIES







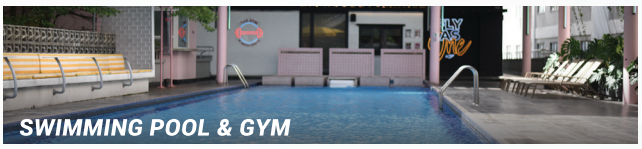


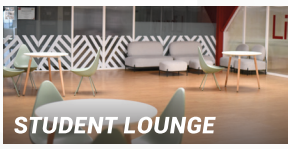
















CAREER PATHWAY

SPM / STPM / STAM

Certificate & Diploma

- Diploma in Business
- Diploma in Human Resource Management
- Diploma in Fashion Marketing
- Certificate in Business

Bachelor's Degree

- Bachelor in Business Administration

MASTERS

PHD

EMPLOYABILITY

MAP & AMENITIES

ROUTE

MAHSA UNIVERSITY (TIMUR) PJ01 PJ02 T786 T790

MRT PHILEO > MAIC

LRT TAMAN JAYA > MAIC





DIPLOMA PROGRAMMES



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PROGRAMME OVERVIEW

This programme is suitable for students who love fashion and want to learn marketing skills. It combines fashion, business, and digital knowledge in one programme. Students will gain practical skills through projects and hands-on learning. A three-month industrial training helps students gain real working experience in the fashion industry. Graduates are well-prepared for jobs in fashion retail, marketing, and brand promotion.

PROGRAMME STRUCTURE

Year 1

- Penghayatan Etika dan Peradaban
- Bahasa Melayu Komunikasi 1
- Fundamentals of Management
- Fundamentals of Economics
- Communicative English
- Co-Curricular Project
- Essential of Modern Age Digital Skills
- Principles of Marketing
- Organizational Behaviour
- Business Communication
- Fundamentals of Entrepreneurship
- Human Resource Management
- Digital Marketing
- Qualitative and Creative Thinking
- Bahasa Kebangsaan A
- Fundamental of Accounting and Finance

Year 2

- Kursus Intergriti Anti RasuahConsumer Behavior
- Introduction to Advertising
- Digital Business
- Fashion Promotion
- Portfolio Development
- Web Publishing
- Photography
- Final Project
- Marketing Research
- Introduction to International Business
- Fashion Retailing
- Marketing Management

Year 3

- Industrial Training

CAREER PROSPECTS

- Fashion Marketing Executive
- Fashion Merchandiser
- Fashion Designer (with marketing focus)
- Retail Fashion Associate / Fashion Advisor
- Content Creator / Social Media Executive
- Fashion Buyer
- Visual Merchandiser
- Public Relations (PR) Executive
- E-commerce Fashion Executive

ENTRY REQUIREMENTS

MALAYSIAN STUDENTS

QUALIFICATIONS	REQUIREMENTS
STPM	Pass with Grade C in any subject (2.0)
SPM	3 credits in any subject
STAM	Minimum of grade Maqbul
SKM	Level 3 in the related field
Certificate	Level 3 (MQF) in the related field
ADDITIONAL REQUIREMENT	NA

*5.0 in IELTS requirement for International Students

STUDENT TESTIMONIAL



Alya Natasha

MAIC has given me more than just knowledge in fashion marketing. It has shaped my confidence and creativity. Through hands-on learning and supportive lecturers, I learned how to express ideas, understand branding, and prepare myself for the real fashion industry.




MAIC
Celebrating Memories, Creating Future!
Beryl's
Kiss
Strategic Partnership
BUILDING STRONG TEAMS TOGETHER



Contact Us

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MAHSA AVENUE INTERNATIONAL COLLEGE (MAIC) MAHSA AVENUE, LEVEL 3 & 4, BLOCK A, JALAN ILMU OFF JALAN UNIVERSITI, 59100, KUALA LUMPUR.

Monday - Friday
9.00 AM - 6.00 PM

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