

# STEP UP THE PASSION

APRIL / AUGUST 2019

**INTAKES**  
APRIL AND AUGUST

**DURATION OF STUDY**  
2.5 YEARS

### MAIN AREA OF STUDIES

Event Planning and Operation, Basic Advertising and Marketing, Convention Sales Management, Event Protocol and Ethics, Arts Management, Customer Relationship Management and Crowd Safety Management.

### CAREER OPPORTUNITIES

Event Director, Promotion and Events Executives, Road Show Producers, Conference and Show Producers, Trade Show / Exhibition Producers

### ENTRY REQUIREMENT

- Pass SPM with minimum 3 credits
- UEC with minimum 3 credits; or
- 'O' level with minimum 3 credits; or
- Any other equivalent qualifications.

## DIPLOMA IN EVENT MANAGEMENT

(MQA/PA 11381)

This programme is specially designed to prepare students for actual event operations with relevant knowledge, elements and attributes of an event planner incorporated with the knowledge of the arts. This programme emphasizes application of the knowledge learnt into real-world context to create and develop events from ideas that will suit market needs and train future professionals in the events industry. Through this programme, students are exposed to different areas of event management and activities imbued in the wide range of conventional and experimental practices. Students are trained to have the acumen of an event planner and develop a strong foundation of problem solving, analytical and interpersonal skills through the mix of practical and theory subjects.

The information in this publication is current and accurate as of January 2019. Any changes in circumstances after this date may impact upon the accuracy or timeliness of the information. Malaysian Institute of Art reserves the right to change any information described in this publication without notice. Readers are responsible for verifying information that pertains to them by contacting the Institute.



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