MORE and more youth are seeking professional training to keep in step with the Government's vision to develop a Knowledge-based economy. Sunway College offers a range of professional diploma and external degree courses for school-leavers and mature students under the Association of Business Executives (ABE) and Chartered Institute of Marketing (CIM) programmes.

The CIM programme allows students to achieve a postgraduate diploma within two years. Then, with relevant working experience, they can pursue an MBA.

The CIM is a recognised professional organisation for Marketing Management executives and its courses are Foundation in Marketing, Certificate in Marketing, Advanced Certificate in Marketing and Postgraduate Diploma in Marketing.

The Advanced Certificate and the Postgraduate Diploma in Marketing courses are continuously assessed - 50 per cent project work and 50 per cent final exam performance grades make up the overall assessment.

In the Foundation and Certificate levels, the courses focus on Business Communications, Quantitative Studies, Advertising and a range of Marketing related subjects. Those in the Advanced Certificate in Marketing course will have subjects such as Marketing Operations and Management Information for Marketing Decisions.

The Postgraduate Diploma has specialised Marketing topics such as Integrated Marketing Communications, International Marketing Strategy, Planning and Control and Analysis and Decision. The Diploma in Marketing is recognised as a degree allowing access to many MBA programmes.

The ABE programme is in demand by those who are undecided about whether to pursue a diploma or a degree. Students can continue to degree level or stop after the diploma course.

The programme at Sunway College offers all four levels of this non-specialist general business education where fresh school-leavers can enter at the Certificate level proceed to the Advanced Diploma in Business Administration through Diploma Level 1 and 2.

Students and parents are welcome to the Sunway College Open Day (on March 2, from 9am to 6pm).

The Education Fair will be in Ipoh on February 26; Penang on February 27; Alor Star on February 28; Malacca on March 2; and Johor Baru on March 3. Its counsellors will be available for counselling in Penang, Ipoh, Johor Baru, Kluang, Segamat, Batu Pahat, Muar, Malacca, Tawau, Sandakan, Kota Kinabalu and Kuching from March 2 till March 10.

For more information call (03) 5635-8622 or fax (03) 5635-8633 or visit www.sunway.edu.my.