

Graduate Certificate in Marketing

The Graduate Certificate in Marketing will give you a broad overview of the marketing function and more advanced knowledge in two marketing specialisations.

Qualification code OP7413

Level > 7	Credits > 60
Workload >	Allow 10-12 hours of study per credit. Your workload may be higher around assessment due dates
Study type >	Trimester
Cost >	See the qualification page on the website.
Student loan >	You can get a student loan for this qualification if you meet the criteria. Visit studylink.govt.nz for more information.

Career Opportunities

This programme will prepare you for a career in a variety of marketing roles such as market analysis, business development, strategy planning and management, marketing research, customer relationship management, product/brand/category management, sales management, direct marketing, business-to-business marketing, international marketing, services marketing, marketing communications, and digital marketing.

How to apply

Go to the enrol in courses tab on the qualification page on our website. You'll be taken through our step by step enrolment process, that you can save and exit from at any time.



Qualification structure

This programme is made up of 3 courses. You must complete the Level 6 course and two of the Level 7 courses as listed.

Course Code	Course Name	Level
COMPULSORY SECTION		
71231	Marketing	6
ELECTIVE SECTION SELECT TWO COURSES		
71331	Marketing Management	7
71343	Marketing Research	7
71344	Digital Marketing	7

What you will learn

When you achieve this qualification you will have knowledge and understanding of:

- the marketing function within organisations
- consumers and segmentation

Have a more advanced knowledge of two of the following:

- marketing strategy, planning and research
- marketing management
- marketing research
- digital marketing

Entry requirements

To enrol in this programme you need to have a Bachelor degree, or equivalent.

If you have successfully completed the Bachelor of Business with Open Polytechnic you are unable to enrol in this programme.

Credit recognition

If you have completed the Open Polytechnic Graduate Certificate in Business you may transfer the three courses (60 credits) to this programme.

For all other students credit recognition may not exceed two thirds of the programme. Cross credit to Level 7 courses will not normally be awarded.

Computer and online access

This programme is delivered 100% online. To complete this programme you will need access to a laptop or desktop computer, reliable broadband internet connection and a data plan able to support online learning such as streaming of videos (including YouTube), downloading content, and writing and submitting online assessments. If you are unsure if your current computer or internet access allows you to complete your online learning with us, please contact us before applying to enrol.

Visit openpolytechnic.ac.nz/online to view our online learning and study tools.

English language requirements

International students must also have an IELTS (Academic) score of 6.5 with no band score lower than 6.5, or equivalent.

Domestic students for whom English or Māori is not their first language must also have an IELTS (Academic) score of 6.5 with no band score lower than 6.5, or equivalent.

Visit openpolytechnic.ac.nz/englishlanguage to view our English language criteria.

International students and domestic students living overseas

You can study this programme part-time if you're an international student living in New Zealand or overseas. If you're living in New Zealand you will need to be in paid employment with a valid work permit.

You can study this programme if you're a New Zealand citizen living overseas.

Visit openpolytechnic.ac.nz/internationalstudent for more information about the special conditions and fees that you'll need to meet.