



## Graduate Diploma in Marketing

If you are looking to become a business success and a customer focused specialist, then our Graduate Diploma in Marketing will set you on that pathway.

### Qualification code OP7414

|                          |                                                                                                                                                                   |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Level &gt; 7</b>      | <b>Credits &gt; 120</b>                                                                                                                                           |
| <b>Workload &gt;</b>     | Allow 10-12 hours of study per credit. Your workload may be higher around assessment due dates                                                                    |
| <b>Study type &gt;</b>   | Trimester                                                                                                                                                         |
| <b>Cost &gt;</b>         | See the qualification page on the website.                                                                                                                        |
| <b>Student loan &gt;</b> | You can get a student loan for this qualification if you meet the criteria. Visit <a href="https://studylink.govt.nz">studylink.govt.nz</a> for more information. |

### Career Opportunities

This programme will prepare you for a career in a variety of marketing roles.

### 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

The programme comprises six compulsory courses. We recommend that you start with the Level 6 before progressing onto Level 7.

| Course Code               | Course Name                                  | Level |
|---------------------------|----------------------------------------------|-------|
| <b>COMPULSORY SECTION</b> |                                              |       |
| 71231                     | Marketing                                    | 6     |
| 71242                     | Buyer Behaviour and Communication Strategies | 6     |
| 71331                     | Marketing Management                         | 7     |
| 71343                     | Marketing Research                           | 7     |
| 71344                     | Digital Marketing                            | 7     |
| 71345                     | Special Topics in Marketing                  | 7     |

### What you will learn

When you achieve this qualification you will:

- understand a variety of marketing dimensions such as goods and services marketing, domestic and international marketing, consumer and business-to-business marketing
- have an in-depth focus on the marketing communications component of marketing and implement communication strategies using both traditional and digital media
- examine the role of contemporary topics and issues in marketing and their implications such as customer experience, e-commerce, disintermediation, servicedominant logic, big data and marketing automation
- prepare proposals and undertake marketing research to assist marketing decision making
- contribute towards operational and strategic marketing planning
- apply marketing concepts to address marketing problems and create value for the organisation and its stakeholders.

## Entry requirements

To enrol in this programme you need to have a Bachelor degree; or have successfully completed the Open Polytechnic Graduate Certificate in Marketing (Level 7).

If you have completed the Bachelor of Business (Marketing major) at Open Polytechnic you are unable to enrol in this programme.

## Credit recognition

If you have successfully completed the Open Polytechnic Graduate Certificate in Marketing (Level 7) you are able to transfer the three courses (60 credits) to this programme.

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](https://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](https://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.

Visit [openpolytechnic.ac.nz/internationalstudent](https://openpolytechnic.ac.nz/internationalstudent) for more information about the special conditions and fees that you'll need to meet.