

Bachelor of Business (Marketing)

If you want to develop specialist skills in marketing and gain valuable business skills and acumen, then the Bachelor of Business (Marketing) is for you.



Qualification code OP700152

Level > 7	Credits > 360
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.

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 18 compulsory and elective courses. Visit the qualification page on our website to view course availability and prerequisites before applying to enrol.

Elective Group – Students are required to complete 2 elective courses:

- One elective at Level 5 or higher, 71152 Web Design or 72182 Writing for the Web are recommended;
- One elective at Level 6 or Level 7

In general, all level 5 courses should be completed before level 6 and level 7 courses.

Course Code	Course Name	Level
COMPULSORY SECTION		
72140	Business Communication	5
71110	Introduction to Commercial Law	5
71120	The Economic Environment	5
71130	Organisations and Management	5
71155	Business Computing	5
71260	Statistical Analysis	5
71203	Business Ethics	6
71245	Organisational Behaviour	6
71231	Marketing	6
71232	Operations Management	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

ACCOUNTING OPTION: SELECT ONE COURSE		
71100	Accounting	5
78101	Finance for Managers	5
LEVEL 5 ELECTIVES: SELECT NO MORE THAN ONE COURSE		
71152	Web Design	5
72182	Writing for the Web	5
OTHER ELECTIVES: SELECT AT LEAST ONE COURSE		
72143	Leadership	6
72251	Intercultural Communication	6
72252	Interpersonal Communication	6
72253	Organisational Communication	6
72280	Plain English for Professional Purposes	6
71332	Quality Management	7
71353	Project Management	7

What you will learn

When you achieve this qualification you will:

- apply marketing concepts to solve marketing problems and create value for the organisation and its stakeholders
- critically examine the legal implications of marketing activities and recommend responsible actions
- assess implications of consumer behaviour and impact of other environmental factors on marketing activities
- liaise effectively with other internal (organisational) functions and outside agencies, for example market research, advertising, and media agencies
- critically analyse the underlying theory and practice of marketing management
- prepare proposals and undertake marketing research projects to assist marketing decision making
- recommend suitable marketing communication strategies and use modern communication techniques to reach, attract, and retain customers
- prepare operational marketing plans and contribute towards strategic marketing planning
- analyse the challenges of contemporary marketing contexts and recommend suitable approaches to address them.

Entry requirements

To enrol in this programme you need to have one of the following:

- New Zealand University Entrance (visit nzqa.govt.nz for details), or
- Hold a New Zealand Certificate or Diploma qualification considered appropriate by the Programme Leader, or equivalent.

20 years old or over

If you are 20 years of age or over and do not hold the minimum entry requirements you will be eligible to be enrolled where your previous educational, work or life experience indicates you have a reasonable likelihood of success.

English language requirements

International students must also have an IELTS (Academic) score of 6.0 with no band score lower than 5.5, or equivalent.

Domestic students for whom English or Māori is not their first language must also have an IELTS (Academic) score of 6.0 with no band score lower than 5.5, or equivalent.

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

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.

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 also 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.