

<b>Programme Name</b>	<b>Higher Education Diploma in Marketing</b>
<b>Programme Description</b>	This key programme prepares students for a career in any of the diverse fields of marketing in industry, commerce and in not-for-profit and government organizations. The key programme focuses on the increasingly important role of marketing as the major source of organizational revenues and as a key contributor to organizational performance. Students will be exposed to the broad and dynamic field of marketing, providing knowledge which is critical to graduate capability in marketing roles in contemporary and emergent organizations. At the moment, there is no formal qualification offered in this area in Fiji.
<b>Majors</b>	<b>Marketing</b>
<b>Minimum Requirements</b>	<b>Pass in year 13 (200) with pass in English (50%)&amp; best 3 subjects</b>
<b>Programme Type</b>	<b>Higher Education Diploma</b>

<b>College of Business, Hospitality &amp; Tourism Studies</b>			
<b>HIGHER EDUCATION DIPLOMA</b>			
<b>MARKETING</b>			
<b>Program Structure - with effect from 01 January, 2017</b>			
	<b>Unit Code</b>	<b>UNIT TITLE</b>	<b>CP</b>
<b>CORE UNITS</b>			
1	MKT501	Introduction to Marketing	12
2	MGT501	Introduction to Business Management	12
3	HRM501	Introduction to IR & HRM	12
4	CIN502	Information Systems in Organizations	16
5	MKT502	Visual Merchandising II	12
6	MKT601	Business Marketing	16
7	MGT603	Consumer Behavior	16
8	MKT603	Electronic Marketing	16
9	CIN501	Productivity Software	16
<b>ELECTIVES</b>	10	LNG501	English for Academic Studies
<b>TWO LEVEL 5 UNITS FROM</b>			
			14
			14
<b>FIVE LEVEL 6 UNITS (Pre-Requisites met)</b>			

			16
			16
			16
			16
			16
		Directed Industrial Attachment (6 months)	
<b>Total Credit Points</b>			<b>251</b>