

<b>Program Name</b>	Higher Education Diploma in Marketing
<b>Program Description</b>	This key program 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 program 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
<b>Majors</b>	Marketing
<b>Minimum Requirements</b>	Pass in Year 13, with 50% or more marks in English
<b>Program Type</b>	Higher Education Diploma

<b>Course Code</b>	<b>Cou</b>	<b>Credit Points</b>
<b>Year 1: Semester 1</b>		
MKT501Sem (Pre-req: Year 13)	Introduction to Marketing	15
CIN506 Sem (Pre-req: Year 13)	Computer Principles	15
MGT501 Sem (Pre-req: Year 13)	Introduction to Business Management	15
HRM501 Sem (Pre-req: Year 13)	Introduction to IR & HRM	15
<b>Total</b>		<b>60</b>
<b>Year 1: Semester 2</b>		
MKT502 Sem (Pre-req: Year 13)	Merchandising and Composition	15
LNG501 Sem (Pre-req: Year 13)	English for Academic Studies	15
CIN502 Sem (Pre-req: Year 13)	Information Systems in Organizations	15
<b>Elective(Choose any 1 from the following)</b>		15
MGT502 Sem (Pre-req: Year 13)	Theory & Practice of Management	
FIN501 Sem (Pre-req: Year 13)	Fundamentals of Finance	
MKT502 Sem (Pre-req: Year 13)	Visual Merchandising	
BNK502 Sem (Pre-req: Year 13)	Banking Services and Procedures	
ECN501 Sem (Pre-req: Year 13)	Introduction to Macroeconomics	
ACC502 Sem (Pre-req: Year 13)	Operations Management Accounting	
LAW501 Sem (Pre-req: Year 13)	Commercial Law	
<b>Total</b>		<b>60</b>
<b>Year 2: Semester 1</b>		
MKT601 Sem (Pre-req :MKT501)	Business Marketing	15

Elective(Choose any 3 from the following)		3 x 15
MGT601 Sem (Pre-req:	Operations Management	
HRM602 Sem (Pre-req: HRM501)	Management of Industrial Relations	
HRM603 Sem (Pre-req: HRM501)	Comparative studies in Industrial and Employment	
FIN601 Sem (Pre-req:	Corporate Finance	
FIN602 Sem (Pre-req:	Actuarial Finance	
	<b>Total</b>	<b>60</b>
<b>Year 2: Semester 2</b>		
MKT603 Sem (Pre-req: MKT501)	Electronic Marketing	15
MGT603 Sem (Pre-req : MGT501)	Consumer Behavior	15
LAW604 Sem (Pre-req: HRM501)	Labour Law	15
MGT604 Sem (Pre-req: MGT501)	Entrepreneurship & Small Business	15
	<b>Total</b>	<b>60</b>
	<b>Total Credit Points</b>	<b>240</b>
<b>Directed Industrial Attachment (DIA) 4 Months: Assisting with Employment after passing 50% of the courses</b>		



