

GRADUATE DIPLOMA IN BUSINESS (SALES AND MARKETING)

Information for International applicants

2016 ENTRY

AUCKLAND CAMPUS

The Graduate Diploma in Business enables students who have completed a bachelor's degree to achieve a graduate level qualification in a specialised area of business.

The Sales and Marketing specialist option aims to provide students with the opportunity to add sales and marketing studies to their undergraduate qualification in another discipline. Graduates will be able to:

- Demonstrate a technical, analytical, and conceptual understanding of the role of sales and marketing in the business environment;
- Foster a strategic and global perspective in the practice of sales and marketing;
- Respond to the changing economic, technological, political, legal, and social environments, as these relate to the practice of sales and marketing; and,
- Apply ethical and moral concepts to the practice of sales and marketing.

The Graduate Diploma in Business (Sales and Marketing) is subject to NZQA approval.

This programme of study includes holiday or study breaks during which there are no scheduled classes. Students may find it necessary to spend time during non-teaching weeks working on assignments and other study-related tasks set during the teaching weeks.

Qualification	Graduate Diploma in Business (Sales and Marketing)
Programme level	Level 7
Length	One year
Start dates	14 March, 15 August
Study options	Full-time
Fees	NZ\$ 18,500 per year
Number of credits	120
Class times	Between 8.00am and 8.00pm Monday - Friday
Study hours	Two hours of study for each classroom hour
Location	Auckland Campus
Contact	International Centre, Auckland Phone +64 9 300 7410 Email: aucklandeit@eit.ac.nz



ADVERTISING, SALES, AND MARKETING MANAGER (AREA MANAGER (SALES)/MANAGER (SALES)/ FUNDRAISER)

These endorsements will assist in preparing students for positions in sales and marketing, specifically in the wine industry in the case of the wine marketing endorsement and the retail industry in the case of the sales and marketing endorsement. These roles may include those such as sales manager, retail manager, marketing manager, media relations manager, communications manager, sales promotion manager and media advertising manager.

Sales, retail and marketing managers have a role in organisations of all types as they plan and direct the development, promotion and sale of an organisation's goods and services. (Source: Careers NZ. Retrieved 4 March 2016 from: <https://www.careers.govt.nz/jobs/advertising-marketing/advertising-sales-and-marketing-manager/>)

Pay

Advertising sales managers usually earn

\$55K-\$120K per year

Retail sales managers and marketing managers usually earn

\$75K-\$300K per year

Source: Michael Page Sales and Marketing Recruitment, 'Salary and Employment Forecast 2012/2013'

Job opportunities



Chances of getting a job as an advertising, sales and marketing manager are good due to increasing demand.

Progression and specialisations

Advertising, sales and marketing managers can spend several years working their way up through various managerial positions – from account manager to regional manager to national manager.

Advertising, sales and marketing managers work for organisations in a range of industries that sell products and services, including:

- retail
- telecommunications
- hospitality
- manufacturing
- agriculture.

(Source: Careers NZ. Retrieved 4 March 2016 from: <https://www.careers.govt.nz/jobs/advertising-marketing/advertising-sales-and-marketing-manager/>)



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MAR 2016

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ENTRY REQUIREMENTS

Successful completion of a three year degree or equivalent qualification (please see your country specific entry requirements) or applicants from industry who can demonstrate evidence of significant work and professional experience at degree level or above. These applicants will be required to participate in an interview.

Graduates from non-business disciplines may require preparatory study before enrolment.

COURSE DESCRIPTIONS

N.B. Courses are offered subject to sufficient numbers applying. For more information about course content or 'pre-requisites and co-requisites' please contact the secretary to make an appointment with the Programme Coordinator.

In the following descriptions: **Pre-requisite** — courses which must be studied before. **Co-requisite** — courses which must be studied before or at the same time.

COURSE	BRIEF DESCRIPTION	CREDIT VALUE	NZQA LEVEL
MGMT6.04	Organisational Behaviour To provide students with a detailed examination of aspects of organisational behaviour concepts, principles, practices, and issues with relevance to the modern workplace.	15	6
ACCY6.05	Accounting and Finance for Managers To enable students to use financial information effectively in making in managerial decisions and in discharging accountability for organisational or investors' resources. PRE-REQUISITE: Relevant prior study or business experience. To be approved by the Programme Coordinator.	15	6
RETL6.01	Retail Operations This course aims to provide an understanding of how operations management, customer service knowledge, visual merchandising, and selling techniques are used in a retail management role. PRE-REQUISITE/CO-REQUISITE: 100 hours of relevant work experience.	15	6
MGMT7.14	Business Project To enable students to apply the skills gained during their BBS studies to date in a business or professional environment. The project will provide students with an opportunity to research, select, integrate, and extend their knowledge of business practices within a specified sub-discipline. PRE-REQUISITE: Normally RESM6.01 and at least 30 credits at level 7. The specific prerequisites required will depend on the topic proposed and must be approved by the Programme Coordinator. Each project must be approved by the Programme Coordinator, proposed Academic Supervisor, and Head of the School of Business.	30	7
MKTY7.02	Strategic Marketing To enable students to think strategically about marketing situations; be aware of the major aspects of planning and controlling marketing operations; demonstrate how the available range of analytical models and techniques might be applied to produce superior marketing performance; and to give full recognition to the problems of implementation and how these problems might be overcome. PRE-REQUISITES: At least 15 credits in marketing at Level 6 AND relevant knowledge, skills, and experience in the business field.	15	7
RETL7.01	Retail Management This course aims to develop an understanding of the retail manager's role in evaluating operational strategy, improving business performance, and evaluating leadership skills. PRE-REQUISITE: RETL6.01 Retail Operations and MGMT6.04 Organisational Behaviour.	15	7
ELECTIVE (Choose 1)	Level 7 Electives for the Graduate Diploma in Business (Sales and Marketing) are: MGMT7.03 Industry Based Learning, MGMT7.01 Strategic Management, INTB7.01 International Business, MGMT7.04 Strategic Operations Management, MGMT7.05 Advanced Human Resource Management, MGMT7.07 Career Management, WSC7.13 Wine Business Management, PRMG7.01 Project Management 2, BUSA7.01 Strategic Business Analysis, HMAN7.01 Advanced Health Services Management, and MGMT7.12 Special Topic. Electives must be approved by the Programme Coordinator.	15	7

ENGLISH LANGUAGE REQUIREMENTS

Students are required to have attained an acceptable level of English language fluency. This may be demonstrated in a variety of ways, including successful study in English, approved scores on TOEFL or IELTS (6.0 Academic), with no band score lower than 5.5 or equivalent.