

Diploma in Marketing Management

September 2022 Cohort Matrix



Common First Year (Level 1 & 2)

Common First Year Level 1 (15 weeks)		Credits
BLAW 3100	Business Law course outline	4.0
BSYS 1000	Business Information Systems course outline	3.0
COMM 1100	Business Communication 1 course outline	3.0
ECON 2100	Microeconomics course outline	3.0
MKTG 1102	Essentials of Marketing course outline	3.0
OPMT 1110	Business Mathematics course outline	4.0
ORGB 1100	Organizational Behaviour course outline	3.0

Common First Year Level 2 (20 weeks)		Credits
BSYS 2070	Business Information Systems 2 for MKTG* course outline	2.0
BUSA 2100	Principles of Management* course outline	2.0
COMM 2200	Business Communication 2 course outline	4.0
ECON 2200	Macroeconomics course outline	4.0
FMGT 2152	Accounting for Management course outline	5.5
MKTG 2202	Introduction to Marketing Communications course outline	4.0
MKTG 2243	Professional Sales Skills course outline	4.0
OPMT 1130	Business Statistics course outline	5.5
* denotes a half-term course		
Total Credits:		54.0

Second Year: Entrepreneurship Option (Level 3 & 4)

Entrepreneurship Level 3 (15 weeks)		Credits
FMGT 3222	Managerial Finance (MKTG) course outline	4.0
MKTG 3301	Advanced Excel Skills course outline	3.0
MKTG 3306	Business Planning Principles course outline	4.0
MKTG 3309	Marketing Research course outline	4.0
MKTG 3334	Advanced Sales and Negotiation course outline	4.0
MKTG 3345	New Venture Creation course outline	4.0

Entrepreneurship Level 4 (20 weeks)		Credits
MKTG 3304	International Marketing course outline	2.5
MKTG 3338	New Product and Service Development course outline	2.5
MKTG 4407	Venture Development and Growth course outline	2.5
MKTG 4409	Entrepreneurial Skills Practicum* course outline	6.0
MKTG 4418	Business Consulting Projects course outline	8.0
MKTG 4431	Digital Marketing course outline	4.0
MKTG 4437	Current Issues in Entrepreneurship* course outline	2.0
MKTG 4440	Business Environment* course outline	2.0
MKTG 4441	Business Strategy* course outline	2.0
MKTG 4575	Managing Marketing Project * course outline	2.5

*denotes a half-term course

Total Credits:	111.0
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Second Year: Marketing Communications Option (Level 3 & 4)

Marketing Communications Level 3 (15 weeks)		Credits
MKTG 3301	Advanced Excel Skills course outline	3.0
MKTG 3309	Marketing Research course outline	4.0
MKTG 3517	Brand and Campaign Strategy course outline	4.0
MKTG 3520	Owned Marketing Communications course outline	4.0
MKTG 3522	Paid Media Planning and Buying course outline	4.0
MKTG 3527	Consumer Experience Marketing course outline	4.0
MKTG 3529	Earned Marketing Opportunities course outline	4.0

Marketing Communications Level 4 (20 weeks)		Credits
MKTG 4415	Campaign Development* course outline	4.5
MKTG 4416	Marketing Communication Internship course outline	12.0
MKTG 4518	Campaign Communications* course outline	2.5
MKTG 4522	Creative Process and Production course outline	2.5
MKTG 4525	Current Issues in Marketing Communications* course outline	2.5
MKTG 4575	Managing Marketing Projects* course outline	2.5
MKTG 4580	User Behaviour and Campaign Analytics course outline	4.0
* denotes a half-term course		
Total Credits:		111.5

Second Year: Professional Real Estate Option (Level 3 & 4)

Professional Real Estate Level 3 (15 weeks)		Credits
MKTG 3300	Real Estate Market Economics course outline	3.0
MKTG 3301	Advanced Excel Skills course outline	3.0
MKTG 3309	Marketing Research course outline	4.0
MKTG 3334	Advanced Sales and Negotiation course outline	4.0
MKTG 3500	Real Estate Financing course outline	4.0
MKTG 3700	Real Estate Law and Principles course outline	6.0

Professional Real Estate Level 4 (20 weeks)		Credits
MKTG 4100	Real Estate Practice and Contracts course outline	6.0
MKTG 4200	Real Property Valuation – Residential and Commercial course outline	4.0
MKTG 4380	Marketing Analytics for Strategic Decisions course outline	4.0
MKTG 4445	Real Estate Business Consulting Project course outline	4.0
MKTG 4450	Real Estate Practicum course outline	4.0
MKTG 4500	Real Estate Development Foundation* course outline	2.5
MKTG 4600	Analysis of Development Potential* course outline	2.5
MKTG 4700	Current Issues in Real Estate* course outline	2.5
MKTG 4800	Building and Delivering Winning Real Estate Proposals* course outline	2.5
* denotes a half-term course		
Total Credits:		110.0

Second Year: Professional Sales Option (Level 3 & 4)

Professional Sales Level 3 (15 weeks)		Credits
FMGT 3222	Managerial Finance (MKTG) course outline	4.0
MKTG 3301	Advanced Excel Skills course outline	3.0
MKTG 3306	Business Planning Principles course outline	4.0
MKTG 3309	Marketing Research course outline	4.0
MKTG 3334	Advanced Sales and Negotiation course outline	4.0
MKTG 3343	Sales Management course outline	4.0

Professional Sales Level 4 (20 weeks)		Credits
MKTG 3304	International Marketing* course outline	2.5
MKTG 4380	Marketing Analytics for Strategic Decisions course outline	4.0
MKTG 4402	Relationship Selling* course outline	2.5
MKTG 4404	Industry Sales Practicum* course outline	6.0
MKTG 4418	Business Consulting Projects course outline	8.0
MKTG 4428	Current Issues in Sales* course outline	2.5
MKTG 4431	Digital Marketing course outline	4.0
MKTG 4432	Customer Loyalty Strategies* course outline	2.0
MKTG 4575	Managing Marketing Project * course outline	2.5
* denotes a half-term course		
Total Credits:		111.0

Second Year: Tourism Management Option (Level 3 & 4)

Tourism Management Level 3 (15 weeks)		Credits
FMGT 3222	Managerial Finance (MKTG) course outline	4.0
MKTG 3301	Advanced Excel Skills course outline	3.0
MKTG 3309	Marketing Research course outline	4.0
TOUR 2900	Regional Tourism Field Study* course outline	2.0
TOUR 3324	Strategic Planning in Tourism course outline	4.0
TOUR 3340	Tourism Venture Creation course outline	2.0
TOUR 3410	Event Management course outline	3.0
TOUR 3452	International Tourism Marketing and Sales course outline	3.0

Tourism Management Level 4 (20 weeks)		Credits
MKTG 3409	Applied Marketing Intelligence* course outline	2.0
TOUR 2302	Leisure Travel Marketing* course outline	2.5
TOUR 3320	Meetings, Conventions and Incentive Travel* course outline	2.0
TOUR 3416	Hotel Sales and Marketing* course outline	2.5
TOUR 4401	Sustainable Destination Development course outline	4.0
TOUR 4431	Digital Marketing for Tourism course outline	4.0
TOUR 4460	Business Consulting Project for Tourism* course outline	4.0
TOUR 4499	Tourism Industry Practicum* course outline	12.0
* denotes a half-term course		
Total Credits:		112.0