



# Graduate Diploma in Sales and Marketing



**Domestic fee:** \$5,719

**International fee:** \$20,350

Compulsory student levy >  
StudyLink >

\*Fees are approximate, subject to change and exchange rates

Location	Dunedin and Auckland (international students only)
Duration	One year, full-time (part-time options available in Dunedin only)
Delivery	On campus with an industry project

Credits	120
Level	7
Start	Dunedin: February and July Auckland: January, March, June, August, October
Apply	until start date (Dunedin); anytime (Auckland)

## **Creative, innovative and confident interacting with people? Use these qualities to forge an exciting career in marketing and sales.**

Sales and marketing staff are imperative for businesses to grow and therefore employment opportunities in this industry are high. Gain the marketing and sales skills required for today's competitive business environment with this Graduate Diploma. Play a key role in ensuring the success and longevity of any business and find employment in a diverse variety of organisations, environments and industries as a Marketing and/or Sales Representative. With hard work and motivation you could even work your way up to senior management level and provide specialist expertise and advice, or perhaps start your own business.

During this programme, you will acquire a sound knowledge of sales and marketing theory and application through core subjects such as Consumer Behaviour, Marketing Planning and Control, and Strategic Marketing. Benefit from the guidance and support of highly experienced teachers who will provide you with real-world skills; and apply your learning in a practical industry project that will let you research an area of interest or a problem/issue for a business, preparing you for graduation as an industry-ready sales and marketing employee.

At our Auckland International Campus, this programme is offered by Future Skills Academy due to a sub-contract arrangement with Otago Polytechnic. Auckland study block dates >

### Entry requirements

- > A bachelor's degree in any discipline **OR** equivalent skills/experience.
- > You may **NOT** enrol in a major that you have already studied at undergraduate level.
- > **International students** will be individually assessed to ensure they meet the entry requirements. Click here for equivalent academic entry requirements by country.

All students (international and domestic) for whom English is not a first language:

- > must demonstrate English Language skills with an IELTS overall band score (academic) of 6.0,

with no band score lower than 5.5 OR

> must provide acceptable alternative evidence of English language proficiency depending on the visa decline rate of the country you are from. See here for acceptable evidence and visa decline rates by country.

Please note: All scores must be achieved in a single test completed in the preceding two years. You cannot combine scores from multiple tests. If you have achieved NCEA Level 3 University Entrance you are not required to provide evidence of English Language skills.

#### Additional documentation

You must supply certified copies of proof of identity, academic records and proof of residency (where appropriate).

#### Selection procedure

Eligible applicants will be accepted as received.

#### Additional costs

You will be required to purchase some textbooks during this programme and also cover any costs associated with fieldtrips and the industry project.

#### You will study

You will complete 120 credits of learning, of which 75 must be at Level 7.

#### LEVEL 6

**Consumer Behaviour:** Examine how we make consumption decisions and how organisations attempt to influence them.

**Market Development and Sales:** Learn to understand the critical characteristics, skills and knowledge required to operate successfully in a modern sales environment.

**Marketing Planning and Control:** Learn and apply planning fundamentals to achieve marketing objectives for contemporary organisations.

#### LEVEL 7

**International Marketing:** Understand the bases of cultural differences, international business and the implications for introducing and marketing goods and services in foreign markets.

**Strategic Marketing:** Examine how companies choose customers, markets and determine market offerings to compete in dynamic environments.

**Industry Project:** This provides an opportunity to balance theory with applied learning in your workplace or host organisation and tailor your studies accordingly to your interest. The project involves a workload of 200 hours, completing a written research project investigating an issue/problem that adds value to the organisation. This industry project will be useful in developing team work, communication and other soft skills/capabilities and in helping establish industry connections post-graduation.

Compulsory Courses	Level	Credits
Consumer Behaviour	6	15
Market Development and Sales	6	15
Marketing Planning and Control	6	15
International Marketing	7	15
Strategic Marketing	7	15
Industry Project	7	45
Total		120

#### Your workload

If studying at our Dunedin Campus

Your programme of study will generally include lectures and seminars/ tutorials. You will be expected to contribute at least 20 hours per week of your own time in self-directed study to allow for successful completion of the qualification. You will also complete a **200-hour industry project**, gaining hands-on experience and developing important industry and business connections.

If studying at our Auckland International Campus

You will be expected to spend about 38 hours per week (or 300 hours per study block) on your course work. This includes both scheduled class time and self-directed study. Some of these hours may be spent in a workplace gaining hands-on experience and developing important industry and business connections.

#### Further study options

Progress into higher levels of learning and enhance your employment potential with postgraduate study in Sales and Marketing.

#### Student loans and allowances

Student loans and allowances are for **domestic students only**. For information about student loans and allowances please visit the Studylink website. It is important to apply for your student loan/allowance **at the same time** as you apply for this programme, due to the length of time Studylink take to process. Loan/allowance applications can be cancelled at any time if you decide to withdraw your programme application or if it is unsuccessful.

#### Disclaimer

While every effort is made to ensure that this sheet is accurate, Otago Polytechnic reserves the right to amend, alter or withdraw any of the contained information. The fees shown in this document are indicative ONLY. Both domestic and international fees are subject to change and are dependent on the development and implementation of Government policies. Please note that additional fees may from time to time be required for external examination, NZQA fees and/or additional material fees.



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