



New Zealand Diploma in Business (Marketing and Sales) (Level 5)



Fee: \$5,140 (\$642 per course)

*Fees are approximate, subject to change and exchange rates

Location	Online
Duration	34 weeks full-time; part-time options available
Delivery	Delivered through the TANZ eCampus. Online activities - readings, discussion forums, research tasks and fact finding. Study will be mainly self-directed and is flexible to suit your needs

Credits	120
Level	5
Start	Monthly
Apply	Anytime

Delivered through our TANZ eCampus

Take the step towards a career in Marketing and Sales! Graduates of this course will have the skills and knowledge to be employed in a variety of business entities in marketing and sales entry-level roles, such as: marketing assistant, junior account manager, sales representative, digital marketing assistant. They will also be able to contribute to community groups in volunteer marketing and sales functions.

Please note: Learners under the age of 18 cannot apply for this programme.

What will I learn?

Technical knowledge and skills

- > Apply marketing and sales principles and processes, including consideration of the role of the entity's brand.
- > Advise management on existing and emerging marketing and sales issues, based on secondary research.
- > Use existing technology, and show awareness of emerging technology, in a range of marketing contexts and/or delivery platforms.

Entry requirements

Applicants under 20 years old

- > A minimum of 14 numeracy credits at Level 1 or higher in Mathematics on the Directory of Assessment Standards, and
- > 50 credits at Level 2 or above with at least 12 credits in each of three subjects including a minimum of 8 literacy credits at Level 2 or higher in English or Te Reo Māori (4 credits must be in reading and 4 credits in writing)

- > The literacy credits will be selected from a schedule of approved achievement standards and unit standards found on the NZQA website at Literacy Requirements for University Entrance.
- > OR equivalent to the above.

Applicants 20 years or over

- > No minimum academic entry requirements.
- > However, you need to provide your CV detailing any relevant work experience and academic achievements.
- > If English is not your first language, you must provide:
 - > New Zealand University Entrance OR
 - > Overall Academic IELTS 5.5 with no individual band score lower than 5.0 (achieved in one test completed in the last two years), OR
 - > Acceptable alternative evidence of the required IELTS (see here for NZQA proficiency table and here for list of recognised proficiency tests).

If you need to improve your English Language skills, we offer a wide range of English programmes.

Special entry

In exceptional circumstances, an applicant under the age of 20 who does not meet the academic entry requirements may be granted entry where they supply evidence to satisfy the relevant Academic Committee of their ability to succeed in the programme.

Pathways into the programme

This qualification may build on:

- > New Zealand Certificate in Business (Administration and Technology) (Level 4)
- > New Zealand Certificate in Business (Accounting Support Services) (Level 4)
- > New Zealand Certificate in Business (Small Business) (Level 4)
- > New Zealand Certificate in Business (First Line Management) (Level 4)
- > New Zealand Certificate in Project Management (Level 4)

Your workload

This qualification is made up of eight courses. Each course is delivered over 9 weeks. NZQA guidelines suggest up to 150 hours of total study time for a 15-credit course. So to complete one of the courses successfully in the 9 weeks you must be prepared to devote approximately 16.5 hours per week to your study. Depending on your previous academic online experience and course level this may vary to a certain degree.

If you want to study as a full-time student you can enrol in more than one course at a time, which will increase the amount of study required per week.

Programme structure

Course name	Credits	Level	Contact hours	Self-directed learning hours
Organisations in a New Zealand Context	15	5	60	90
Business Environments	15	5	60	90
Business Functions	15	5	60	90
Understanding Change	15	5	60	90
Introduction to Marketing and Sales	15	5	60	90
Buyer Behaviour	15	5	60	90
Marketing and Sales Intelligence	15	5	60	90
Essentials Skills for Marketing and Sales	15	5	60	90
Totals	120		480	720

Course descriptions

1. Organisations in a New Zealand Context

To review and analyse business entities from a range of perspectives in an Aotearoa NZ context

Learning Outcomes:

- > Identify the nature of business entities and their stakeholders in relation to: interests, influences and risks they are exposed to
- > Identify and apply professional and ethical behaviour to ensure business communications are effective, conducted in a socially and culturally appropriate manner and relationships with stakeholders are developed and maintained
- > Analyse and present evidence of how the business activities and relationships of organisations in Aotearoa NZ can be influenced by bicultural partnerships.

2. Business Functions

To analyse environmental influences on a business entity.

Learning Outcomes:

- > Apply a range of legal and economic principles to internal and external business environments
- > Analyse the potential impacts of a range of internal and external environmental influences on business entities
- > Identify and utilise relevant internal and external environmental data to plan the management of risk and performance in a business entity.

3. Business Environments

Apply knowledge of core business functions for operational efficiency and effectiveness.

Learning Outcomes:

- > Apply the principles and practices of accounting, and operations to make decisions supporting business efficiency and effectiveness
- > Understand and apply practices of Human Resource Management, Sales and Marketing to support business efficiency and effectiveness
- > Demonstrate skills for managing own and others learning and performance within an operational context

4. Understanding Change

To contribute to innovation and change in organisations

Learning Outcomes:

- > Identify and demonstrate how innovation and organisation change can contribute to enhanced business performance
- > Explain and assess the impact and importance of sustainability to business entities
- > Research and recommend solutions for improving performance of a business entity

5. Introduction to Marketing and Sales

To enable students to understand key marketing and sales principles and processes in the contemporary business environments.

Learning Outcomes:

- > Apply marketing and sales principles and processes to contemporary business situations.
- > Communicate effectively with customers and prospects to achieve marketing and sales outcomes.

6. Buyer Behaviour

To enable students to apply buyer behaviour principles and processes in marketing and sales contexts.

Learning Outcomes:

- > Apply buyer decision-making processes
- > Explain and apply internal, external and situational influences on buyer behaviour

7. Marketing and Sales Intelligence

To enable students to prepare and present market and sales intelligence to support management decision making on existing and emerging market and sales issues.

Learning Outcomes:

- > Source and analyse secondary market and sales information from a variety of media and technology
- > Present secondary market and sales information

8. Essential Skills for Marketing and Sales

To enable students to apply communication skills and tactical marketing activities in a range of marketing contexts

Learning Outcomes:

- > Apply the sales process
- > Apply a range of tactical marketing activities
- > Communicate persuasively and purposefully with customers and prospects to achieve marketing and sales outcomes.
- > Apply self-management and interpersonal skills for effective relationship management

Further study options

Graduates may progress to:

- > New Zealand Diploma in Business (with strands in Accounting, Administration and Technology, Leadership and Management, and Māori Business and Management) (Level 6)
- > business qualifications at degree level
- > relevant industry or professional qualifications at Level 6 or above.

Student loans and allowances

Full-time domestic students of this programme are eligible for student loans and allowances (dependent on age and financial circumstances.) Please contact Studylink for additional information. Phone 0800 88 99 00 or visit www.studylink.govt.nz

Recognition of prior learning

If you already have extensive knowledge and skills gained from practical experience in this area, enquire about our recognition of prior learning process at Capable NZ. You may have already gained credits towards this qualification in the course of your life. www.capablenz.ac.nz

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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