

POSTGRADUATE DIPLOMA IN MARKETING

Programme Requirements

Code	Title	Credits
Students take 60 credits as follows – all listed core modules (40 credits) and all 20 credits of specialism modules:		
<i>Core Modules</i>		
BU6005	Applied Research Methods	5
BU6513	Business Case for Analytics	5
MG6335	Professional and Personal Development	5
MG6406	Business Strategy Simulation	5
MG6410	Service Design	5
MG6411	Consumer Behaviour Theory and Practice	5
MG6413	Digital B2B Marketing	5
MG6415	Ethics and Sustainability	5
<i>Specialism Modules</i>		
Students take 20 credits as follows:		
MG6405	Applied Strategic Marketing	5
MG6407	International Marketing	5
MG6408	Omnichannel Marketing Communications	5
MG6414	Digital Marketing Practice	5
Total Credits		60

Examinations

Full details and regulations governing Examinations for each programme will be contained in the *Marks and Standards Book* and for each module in the *Book of Modules*.