

POSTGRADUATE DIPLOMA IN MANAGEMENT AND MARKETING

Programme Requirements

Code	Title	Credits
Students take 60 credits as follows: ¹		
<i>Core Modules</i>		
MG6302	Introduction to Marketing	5
MG6303	Ethical Issues in Business	5
MG6304	Market Research	5
MG6305	Human Resource Management	5
MG6306	Consumer Behaviour Theory and Practice	5
MG6308	Marketing Communications	5
MG6309	Strategy	5
MG6315	Project Management	5
MG6320	Foundations of Management	5
MG6329	Responsible Leadership	5
MG6335	Professional and Personal Development	5
MG6336	Digital Marketing for International Marketplaces	5
Total Credits		60

¹ Where a student has taken and passed a module previously, the student will be required to take a substitute module as directed by the Programme Director.

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*.