

COURSE DELIVERY PLAN 2021

Graduate Diploma in Business (Marketing)

COURSE CODE: BGMK

CAMPUS	City Flinders (CF)
COLLEGE	Victoria University Business School
STUDY MODE	Full Time or Part Time
DURATION	1 year Full Time or Part Time equivalent
FEE TYPE	For information on course fees, refer to http://vu.edu.au/fees
APPLICATION METHOD	Direct Application - https://gotovu.custhelp.com/app/landing
TIMETABLE	vu.edu.au/timetables
COURSE REQUIREMENTS	<p>To attain the Graduate Diploma Business (Marketing), students will be required to complete 96 credit points (equivalent to 8 units) consisting of:</p> <ul style="list-style-type: none">• 48 credit points (equivalent to 4 units) business core units• 36 credit points (equivalent to 3 units) professional core units• 12 credit points (equivalent to 1 unit) elective units. Students to select from any postgraduate units from the list provided below (subject to availability). Please check any prerequisite requirements prior to enrolling. <p><i>Students planning to continue onto Masters study are strongly recommended to take BMO6630 Business Research Methods as their elective unit.</i></p>
FURTHER INFORMATION	Unit and course information is available from the University course search site at http://vu.edu.au/course-search or go to https://askvu.vu.edu.au or Phone VUHQ on 03 9919 6100
COURSE CHAIR	Leanne White
COURSE ADVICE	CUA.COBI@vu.edu.au

Note: Students are required to enrol in all units for semester 1 and 2, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

Core/Elective Core (a unit that must be completed) & Elective (you have some choice in what you select).

Prerequisites A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

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YEAR 1

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BHO5504	Brand and Product Management	Core	T1	12	CF	
BHO5574	Consumer Behaviour	Core	8WB1	12	CF	
BEO6000	Data Analysis for Business (rep. BEO5539 Business Statistics)	Core	8WB2, 8WB3, 8WB4	12	CF	
BHO6505	Marketing Management	Core	8WB2, 8WB3	12	CF	
BMO6506	Work and Organisation Systems	Core	8WB1, 8WB2 8WB3, 8WB4	12	CF	
BEO6600	Business Economics	Core	8WB1, 8WB2, 8WB3	12	CF	
BHO5503	Marketing Communication	Core	8WB4	12	CF	
	Business Elective 1	Elective		12		
ELECTIVES						
ADM5004	Analysing the Web and Social Networks	Other	8WB2	12	CF	
BCO6604	Customer Relationship Management	Other	T1	12	CF	
BHO5525	Marketing Strategy	Other	T1	12	CF	
BHO6001	Digital Marketing	Other	8WB3	12	CF	
BMO5501	Business Ethics and Sustainability	Other	8WB2, 8WB3, 8WB4	12	CF	
BMO6630	Business Research Methods	Other	T1	12	CF	

Students planning to continue onto Masters study are advised to take BMO6630, Business Research Methods as their elective unit