Graduate Diploma in Sales and Marketing **120 credits**

Study Plan

Name:	
Student ID:	

ALL MODULES ARE COMPULSORY

ALWAYS CONFIRM THE TIMETABLE PRIOR TO THE SEMESTER STARTING AS DETAILS CAN CHANGE

	BIBM651 Marketing Planning & Control 15 credits	BIBM653 Market Development & Sales 15 credits	BIBM654 Consumer Behaviour 15 credits	BIBM787 Professional Practice 15 credits	BIBM755 Strategic Marketing 15 credits	BIBM756 International Marketing 15 credits	BIBM795 Professional Work Placement 15 Credits	BIBM796 Professional Project 15 Credits
Prerequisites					30 credits at level 6 related to major	BIBM651	30 credits at level 6 related to major BIBM787 Professional Practice	30 credits at level 6 related to major BIBM787 Professional Practice