

2017

TOI-OHOMAI
Institute of Technology

DIPLOMA IN MARKETING



Vocational Pathways
Multi-Pathways

This diploma provides an entry-level qualification for those students who are seeking a career or already working in marketing, sales and related industries. This qualification seeks to provide students with the skills, knowledge and competencies to apply marketing functions to business planning/operations and to undertake a range of specialised activities in sales/marketing or public relation related roles.

CAREER OPPORTUNITIES

Public relations assistant, marketing coordinator

KNOWLEDGE AND SKILLS YOU WILL GAIN

Graduates will be able to:

- comprehend how the marketing concept can be integrated into all business functions;
- apply marketing skills and knowledge to a range of business activities in their own job, or chosen career;
- analyse the market environment and prepare a marketing plan for a specific business entity; and
- undertake further study in marketing/communications at degree level.

COMPULSORY COURSES

Course details

MGMT.5530 [Organisation and Management](#)

Students will understand the factors that influence management and the organisation and apply a range of factors.

Credits 20 **Cost** \$897* (NZD) **Intakes** Semester 1, Semester 2

MGMT.5541 [Fundamentals of Marketing](#)

The aim of this course is to provide students with a working knowledge of fundamental marketing concepts relevant to contemporary organisations.

Credits 20 **Cost** \$897* (NZD) **Intakes** Semester 1, Semester 2

MGMT.6642 [Marketing Research](#)

The aim of this course is to provide students with the tools to design and conduct marketing research to develop and assess marketing strategies.

Credits 20 **Cost** \$897* (NZD) **Intakes** Semester 2

MGMT.6644 [Buyer Behaviour and Communication Strategies](#)

The aim of this course is to provide students with the tools to examine buyer behaviour and develop appropriate marketing communication strategies to reach target markets.

Credits 20 **Cost** \$897* (NZD) **Intakes** Semester 1

PROGRAMME DETAILS



Level
5



Credits
120



Duration
1 year



Domestic student fee
5,380*



Location
Rotorua (Mokoia),
Taupo, Whakatane



Study options
Full-time, Part-time



Intakes
Semester 1, Semester 2

FURTHER STUDY OPTIONS

[New Zealand Diploma in Business \(Level 6\)](#)

ENTRY CRITERIA

Admission and entry requirements for this qualification are in accordance with the academic regulations.

MANUFACTURING AND TECHNOLOGY

CONSTRUCTION AND INFRASTRUCTURE

CREATIVE

PRIMARY INDUSTRIES

SERVICE INDUSTRIES

SOCIAL AND COMMUNITY SERVICES

find the pathway
that is right
for you



Vocational Pathways

[http://youthguarantee.net.nz/
vocational-pathways/](http://youthguarantee.net.nz/vocational-pathways/)

APPLY ONLINE NOW!

toiohomai.ac.nz 0800 86 46 46

ROTORUA | TAURANGA | TAUPO | TOKOROA | WHAKATANE

DISCLAIMER: While every effort is made to ensure accuracy, we reserve the right to amend, alter or withdraw any of the contained information. *Fees are indicative only and subject to change. Additional fees may be required for external examination, NZQA fees, and/or additional material fees.

This programme was last updated: 01 Sep 2017 8:55am