

New Zealand Diploma in Business (Marketing and Sales Level 5)

Programme Overview

You can take on that marketing challenge!

Always wanted to be that marketing guru but not sure of how to achieve the goal? Perhaps you are already in a marketing role and you want to confirm and build on your expertise, so you can take that next step. This qualification will help you achieve that goal and rise to the challenge, confident in the knowledge that you have the base skills to perform!

Graduates of the Marketing and Sales qualification will have the skill to work in an entry level role within a sales and marketing team. You will gain the confidence and knowledge to take on the role of marketing assistant, junior account manager or sales representative. The qualification will provide a great first step on that career ladder.

Program Overview

We know that your time is precious. That's why we've made it easy for you to upgrade your skills with innovative online learning through eCampus NZ.

With flexible online learning to match your lifestyle, goals and dreams, our online campus option will work around your lifestyle so you can work, earn, live, and learn.

How Long Will it Take

This programme is made up of eight courses and can be studied part time and full time. If you choose to study full time you will need to complete two courses at the same time, which will require around 35 hours a week of study time.

If you choose to study part time you study one course at a time which will require around 16.7 hours per week of study

Fees

The programme fee is \$5,285.60, however you may be eligible to study this course fee-free.

For more information and to find out if you are eligible please visit feesfree.govt.nz

Contact Us

Any questions or queries please contact one of our enrolment team members below:

- **Phone:** 0800 328 269
- **Email:** enquiries@tanzecampus.com
- **Visit:** www.ecampusnz.com



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A O T E A R O A

New Zealand Diploma in Business Entry Requirements

Applicants under 20 years old

- A minimum of 14 numeracy credits at level 1 or higher in Mathematics or Pangarau on the Directory of Assessment Standards, and
- Fifty credits at level 2 or above with at least 12 credits in each of three subjects including a minimum of 8 literacy credits at level 2 or higher in English or Te Reo Māori; of which 4 credits must be in reading and 4 credits must be in writing.
- The literacy credits will be selected from a schedule of approved achievement standards and unit standards found on the NZQA website at Literacy requirements for University Entrance.
- or equivalent to the above.

Applicants 20 years or over

For applicants 20 years or over, there are no minimum academic requirements. However, applicants will need to provide their curriculum vitae detailing any relevant work experience and academic achievements. This information will be used to assess whether the applicant is likely to successfully complete the NZ Diploma in Business Programme.

Special Entry

In exceptional circumstances, an applicant under the age of 20 years who does not meet the academic entry requirements may be granted entry to the NZ Diploma in Business where they supply evidence of their ability to succeed on the NZ Diploma in Business programme.

Language requirements

English language requirements where English is not the first language:

IELTS 5.5 Academic (no band score lower than 5.0), or equivalent

Recommendation

It is recommended that the core courses (courses 1 – 4) are successfully completed before moving on to the New Zealand Diploma Business Strand courses (courses 5 – 8).

"I really enjoy having the ability to study when I have the time and wherever I might be. I also like the online videos and course reading and have found the course facilitators are always available when I need them"

Nikki Davidson | eCampus NZ Learner

Courses in this Programme

Course 1: Organisations in a New Zealand Context

Make sure you have a sound understanding of the New Zealand business environment and how your organisation should operate within a New Zealand context.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5

Course 2: Business Environments

Business efficiency and effectiveness is reliant on managers having a sound knowledge of core business functions. Make sure you are prepared with the tools and techniques you need to ensure success in your organisation.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5

Course 3: Business Functions

Having an understanding of core business functions can contribute directly to the efficiency and effectiveness of your operations. In this course you will learn about various operational functions and how they support business success.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5

Course 4: Understanding Change

Be ready for change! Businesses are constantly changing to ensure sustainability and ongoing success. As a manager you need to be able to contribute to the change process and feel comfortable in recommending solutions to help improve organisational performance.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5

Course 5: Introduction to Marketing and Sales

From market segmentation to branding to integrated marketing communications, marketing is complex and complicated. This course will help you unravel the complexities and deliver a real understanding of this workplace discipline.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5

Course 6: Buyer Behaviour

As a sales and marketing professional you need to know how to understand, interpret and influence decision making to achieve the best results for your business. This course will help you gain an understanding of how to achieve that goal.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5

Course 7: Market and Sales Intelligence

This course will help you understand the commonly used market intelligence tools and give you the skill to use them in your business or workplace.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5

Course 8: Essential Skills for Marketing and Sales

This course provides the essential skills and background to give you the edge in the marketing and sales arena. You will learn the basics of sales, tactical marketing, customer management and interpersonal skills.

- **Fee:** \$660.70 **Credits:** 15
- **Weeks:** 9 **Level:** 5