

DIPMKT16

Diploma of Marketing

The Diploma of Marketing is a one year course for a full-time student. Each year consist of three Study Periods, also known as Trimesters.

Core subject - a compulsory subject that you must complete

Pre-requisite subject - a subject that you must complete before undertaking another subject.

This course is comprised of 8 core subjects that must all be completed.

RPL - Should you have any Recognition of Prior Learning (RPL) credits that make you eligible for exemptions, please contact your Program Director to discuss further.

How to read the below Suggested Study Pattern (as a full-time Student):

8 subjects per year make up a full-time study load.

As an example: You should read the Suggested Study Pattern from top to bottom, which would result in your three Study Periods looking as follows:

Your 1st Study Period: BIZ101, BIZ102 and MKT101A (3 subjects)

Your 2nd Study Period: MKG102, MKT102A and MKT103A (3 subjects)

Your 3rd Study Period: MKG201 and MKT202A (2 subjects)

Studying Part-Time? You would still follow the below sequence from top to bottom, but with fewer subjects per Study Period.

Any questions? Contact HelpMeEnrol@torrens.edu.au

SUGGESTED STUDY PATTERN

Subject Type	Subject		Pre-requisite	Completed
Study Period 1				
Core	BIZ101	Business Communications	-	<input type="checkbox"/>
Core	BIZ102	Understanding of People and Organisations	-	<input type="checkbox"/>
Core	MKT101A	Marketing Fundamentals	-	<input type="checkbox"/>
Study Period 2				
Core	MKG102	Consumer Behaviour	-	<input type="checkbox"/>
Core	MKT102A	Understanding Advertising	-	<input type="checkbox"/>
Core	MKT103A	Integrated Marketing Communications	-	<input type="checkbox"/>
Study Period 3				
Core	MKG201	Business-2-Business Marketing	-	<input type="checkbox"/>
Core	MKT202A	Marketing & Audience Research	MKT101A must be completed prior to taking MKT202A	<input type="checkbox"/>

Please note - not all subjects are available for each Study Period. If your suggested subjects are unavailable, please take the subject that is immediately preceding or following that subject

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