

DABMKT Diploma of Applied Business (Marketing)

The Diploma of Applied Business (Marketing) is an award taught by Ducere Global Business School. It is 0.75 years in duration for a full-time student, or 1 year in duration for a part-time student. Each year consists of four Study Periods, also known as Terms.

Core subjects - compulsory subjects that you must complete

Elective subjects - subjects you must choose from the Elective Bank below



This course comprises **8 subjects** that you are required to complete: **7 core subjects** and **1 elective subject**.

The course contains Level 100 subjects - foundational level.

You must select **1 elective** from the Elective Bank below

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

12 subjects per year make up a full time study load, taking 3 subjects in the first two Study Periods (Terms), then 2 in the third.

As an example: Following the below pattern, the subjects in your first year would be:

Your first Study Period: ABS101, ABS102 and ABS103 (3 subjects)

Your second Study Period: ABS104, ABS105 and ABS108 (3 subjects)

Your third Study Period: ABS110, and a level-100 elective (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 the Learning Experience Team - basupport@ducere.edu.au

SUGGESTED STUDY PATTERN

Year	Level	Subject Type	Subject	Pre-requisite	Completed	
YEAR 1	Study Period 1					
	100	Core	ABS101	Fundamentals of Management	-	<input type="checkbox"/>
	100	Core	ABS102	Fundamentals of Marketing	-	<input type="checkbox"/>
	100	Core	ABS103	Fundamentals of Entrepreneurship	-	<input type="checkbox"/>
	Study Period 2					
	100	Core	ABS104	Fundamentals of Project Management	-	<input type="checkbox"/>
	100	Core	ABS105	Fundamentals of Leadership	-	<input type="checkbox"/>
	100	Core	ABS108	Competitive Market Positioning	-	<input type="checkbox"/>
	Study Period 3					
	100	Core	ABS110	Product Management	-	<input type="checkbox"/>
100	Elective	Elective 1	Choose a level 100 elective subject from the Elective Bank	-	<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

ELECTIVE BANK Diploma of Applied Business (Marketing)

Level	Subject	Pre-requisite	Chosen	
Level 100 (choose one)	ABS106	Business Model Analysis	-	<input type="checkbox"/>
	ABS107	Managerial Communication	-	<input type="checkbox"/>
	ABS109	Introduction to Innovation	-	<input type="checkbox"/>

Any questions? Please contact your Learning Experience Team - basupport@ducere.edu.au