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

**Study Plan**

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| Name: |  |
| Student ID: |  |

**ALL MODULES ARE COMPULSORY**

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|  | BIBM651  Marketing Planning & Control | BIBM653  Market Development & Sales | BIBM654  Consumer Behaviour | BIBM787  Professional Practice | BIBM755  Strategic Marketing | BIBM756  International Marketing | BIBM788  Professional Project |
|  | 15 credits | 15 credits | 15 credits | 15 credits | 15 credits | 15 credits | 30 credits |
| Pre requisites |  |  |  |  |  |  | 30 credits at level 6  BIBM787 Professional Practice |