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

**Study Plan**

|  |  |
| --- | --- |
| Name: |  |
| Student ID: |  |

**ALL MODULES ARE COMPULSORY**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
|  | BIBM651Marketing Planning & Control | BIBM653Market Development & Sales | BIBM654Consumer Behaviour | BIBM787Professional Practice | BIBM755Strategic Marketing | BIBM756International Marketing | BIBM788Professional Project |
|  | 15 credits | 15 credits | 15 credits | 15 credits | 15 credits | 15 credits | 30 credits |
| Pre requisites |  |  |  |  |  |  | 30 credits at level 6BIBM787 Professional Practice |