# 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 subjects** - compulsory subjects 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.

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**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:

<table>
<thead>
<tr>
<th>Study Period 1</th>
<th>Study Period 2</th>
<th>Study Period 3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Core</strong> BIZ101 Business Communications</td>
<td><strong>Core</strong> MKG102 Consumer Behaviour</td>
<td><strong>Core</strong> MKG201 Business-2-Business Marketing</td>
</tr>
<tr>
<td><strong>Core</strong> BIZ102 Understanding of People and Organisations</td>
<td><strong>Core</strong> MKT102A Understanding Advertising</td>
<td><strong>Core</strong> MKT202A Marketing &amp; Audience Research</td>
</tr>
<tr>
<td><strong>Core</strong> MKT101A Marketing Fundamentals</td>
<td><strong>Core</strong> MKT103A Integrated Marketing Communications</td>
<td><strong>Completed</strong></td>
</tr>
</tbody>
</table>

**Study Period 1**

- **Core** BIZ101 Business Communications -  
- **Core** BIZ102 Understanding of People and Organisations -  
- **Core** MKT101A Marketing Fundamentals -  

**Study Period 2**

- **Core** MKG102 Consumer Behaviour  
- **Core** MKT102A Understanding Advertising  
- **Core** MKT103A Integrated Marketing Communications  

**Study Period 3**

- **Core** MKG201 Business-2-Business Marketing  
- **Core** MKT202A Marketing & Audience Research  

**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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