




CG015BUS07 (Postgraduate Diploma in Management in Marketing)				
Curriculum Details 2025				
YEAR 1				
FIRST SEMESTER (F)  SECOND SEMESTER (S)  THROUGHOUT THE YEAR (H or W) 				
Course Code	Course Name	Recommended Class	Recommended Time/Day	Selection
BUS4000W	Introduction to Applied Marketing, Finance, & Communication for Business	7880 (LG01)	13h (W) & 15h (W & Th) & 10h (F)	
BUS4074S	E-Marketing	6274 (LG01)	13h (W) & 09h (F)	
BUS4018S	Retail Management and Services Marketing	6273 (LG01)	14h (W)	
BUS4017S	Consumer Behaviour	6270 (LG01)	09h (M) & 14h (Th)	
BUS4016S	Integrated Marketing Communication	6456 (LG01)	12h (M-Tu)	
BUS4019S	Strategic and International Marketing	6272 (LG01)	15h (M) & 12h (W)	
BUS4092S	Research Methods for Applied Management	7783 (LG02)	13h (W) & 15h (Th)	
Plus two (2) electives from list of courses made available to students at registration, or as approved by the postgraduate convener				
Notes				
Student Signature:			Date:	
Advisor Signature:			Date:	
Dean's Nominee Signature:			Date:	

CG015BUS07 (Postgraduate Diploma in Management in Marketing)					
Recommended Class Schedule 2025					
YEAR 1: Semester 1					
Time/Day	Monday	Tuesday	Wednesday	Thursday	Friday
Period 1: 08h00 Class Number					
Period 2: 09h00 Class Number					
Period 3: 10h00 Class Number					BUS4000W 13191 (LG01)
Period 4: 11h00 Class Number					
Period 5: 12h00 Class Number					
Meridian: 13h00 Class Number			BUS4000W 13191 (LG01)		
Period 6: 14h00 Class Number					
Period 7: 15h00 Class Number			BUS4000W 13191 (LG01)	BUS4000W 13191 (LG01)	
Period 8: 16h00 Class Number					
Period 9: 17h00 Class Number					
Period 10: 18h00 Class Number					
YEAR 1: Semester 2					
Time/Day	Monday	Tuesday	Wednesday	Thursday	Friday
Period 1: 08h00 Class Number					
Period 2: 09h00 Class Number	BUS4017S 1542 (LG01)				BUS4074S 1546 (LG01)
Period 3: 10h00 Class Number					
Period 4: 11h00 Class Number					
Period 5: 12h00 Class Number	BUS4016S 1734 (LG01)	BUS4016S 1734 (LG01)	BUS4019S 1544 (LG01)		
Meridian: 13h00 Class Number			BUS4074S 1546 (LG01)		
Period 6: 14h00 Class Number			BUS4018S 1545 (LG01)	BUS4017S 1542 (LG01)	
Period 7: 15h00 Class Number	BUS4019S 1544 (LG01)			BUS4092S 12973 (LG02)	
Period 8: 16h00 Class Number					
Period 9: 17h00 Class Number					
Period 10: 18h00 Class Number					