

CG015BUS07 (Postgraduate Diploma in Management in Marketing)				
Curriculum Details 2024				
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	13191 (LG01)	13h (W) & 15h (W & Th) & 10h (F)	
BUS4074S	E-Marketing	1546 (LG01)	13h (W) & 09h (F)	
BUS4018S	Retail Management and Services Marketing	1545 (LG01)	14h (W)	
BUS4017S	Consumer Behaviour	1542 (LG01)	09h (M) & 14h (Th)	
BUS4016S	Integrated Marketing Communication	1734 (LG01)	12h (M-Tu)	
BUS4019S	Strategic and International Marketing	1544 (LG01)	15h (M) & 12h (W)	
BUS4092S	Research Methods for Applied Management	12973 (LG02)	13h (W) & 15h (Th)	
<b>Plus two (2) electives from list of courses made available to students at registration, or as approved by the postgraduate convener</b>				
<i>Note: Candidates who have not completed the courses FTX1005F (Introduction to Managerial Finance) and BUS2011F (Introduction to Marketing), or equivalents, prior to registration, will be required to complete these courses concurrently with the 1st semester courses.</i>				
<b>Notes</b>				
<b>Student Signature:</b>			<b>Date:</b>	
<b>Advisor Signature:</b>			<b>Date:</b>	
<b>Dean's Nominee Signature:</b>			<b>Date:</b>	

CG015BUS07 (Postgraduate Diploma in Management in Marketing)					
Recommended Class Schedule 2024					
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					