



New Zealand Diploma in Business (Marketing and Sales) (Level 5)

Location

Online

Duration

36 weeks full-time | 72 weeks part-time

Delivery

Delivered through the eCampus. Online activities - readings, discussion forums, research tasks and fact finding. Study will be mainly self-directed and is flexible to suit your needs

Credits

120

DescLevel

120

Intakes

Monthly

Apply

Anytime

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Delivered online through [eCampus NZ](#)

Take the step towards a career in Marketing and Sales! Graduates of this course will have the skills and knowledge to be employed in a variety of business entities in marketing and sales entry-level roles, such as: marketing assistant, junior account manager, sales representative, digital marketing assistant. They will also be able to contribute to community groups in volunteer marketing and sales functions.

Please note: Learners under the age of 18 cannot apply for this programme.

Already got relevant skills and experience?

Your existing knowledge could be worth academic credits towards this qualification.

[Find out more at Capable NZ.](#)

What will I learn?

Technical knowledge and skills

- Apply marketing and sales principles and processes, including consideration of the role of the entity's brand.
- Advise management on existing and emerging marketing and sales issues, based on secondary research.
- Use existing technology, and show awareness of emerging technology, in a range of marketing contexts and/or delivery platforms.

Entry requirements

Applicants under 20 years old

- A minimum of 14 numeracy credits at Level 1 or higher in Mathematics on the Directory of Assessment Standards, and
- 50 credits at Level 2 or above with at least 12 credits in each of three subjects including a minimum of 8 literacy credits at Level 2 or higher in English or Te Reo Māori (4 credits must be in reading and 4 credits in writing)
- The literacy credits will be selected from a schedule of approved achievement standards and unit standards found on the NZQA website at Literacy Requirements for University Entrance.
- OR equivalent to the above.

Applicants 20 years or over

- No minimum academic entry requirements.
- However, you need to provide your CV detailing any relevant work experience and academic achievements.
- If English is not your first language, you must provide:
 - New Zealand University Entrance OR
 - Overall Academic IELTS 5.5 with no individual band score lower than 5.0 (achieved in one test completed in the last two years), OR
 - Acceptable alternative evidence of the required IELTS ([see here for NZQA proficiency table](#) and [here for list of recognised proficiency tests](#)).

If you need to improve your English Language skills, we offer a [wide range of English programmes](#).

Special entry

In exceptional circumstances, an applicant under the age of 20 who does not meet the academic entry requirements may be granted entry where they supply evidence to satisfy the relevant Academic Committee of their ability to succeed in the programme.

COVID-19 vaccination information

As this programme is delivered fully online, you do not need to provide us with a My Vaccine Pass.

- You will need to provide us with a valid My Vaccine Pass if you want to visit an Otago Polytechnic site for any reason while you are studying with us (e.g. meetings, events, presentations) or attend graduation in person at the end of this programme.
- You do not need to provide a valid My Vaccine Pass if you are attending on campus health services (e.g. student health, Kowhai Centre).
- In exceptional circumstances, exemptions may be granted to this. You can find out more about this in our [vaccination policy](#). If you think you have grounds to be exempt from our vaccination requirements, please email Covid-19@op.ac.nz

You can find more information about our vaccination requirements [here](#). And, if you still have further questions, please visit our FAQs page which you can find [here](#).

Pathways into the programme

This qualification may build on:

- [New Zealand Certificate in Business \(Administration and Technology\) \(Level 4\)](#)
- New Zealand Certificate in Business (Accounting Support Services) (Level 4)
- [New Zealand Certificate in Business \(Small Business\) \(Level 4\)](#)
- [New Zealand Certificate in Business \(First Line Management\) \(Level 4\)](#)
- [New Zealand Certificate in Project Management \(Level 4\)](#)

Your workload

This programme is made up of eight courses with a total of 1200 learning hours. This breaks down to approximately 33 hours per week if you're studying full-time and 16.5 hours per week if you're studying part-time.

Depending on your previous academic online experience this may vary a little.

Programme structure

Course	Credits	Level	Learning hours
Organisations in a New Zealand Context	15	5	150
Business Environments	15	5	150
Business Functions	15	5	150

Understanding Change	15	5	150
Introduction to Marketing and Sales	15	5	150
Buyer Behaviour	15	5	150
Marketing and Sales Intelligence	15	5	150
Essentials Skills for Marketing and Sales	15	5	150
Totals	120		1200

Course descriptions

1. Organisations in a New Zealand Context

To review and analyse business entities from a range of perspectives in an Aotearoa NZ context

Learning Outcomes:

- Identify the nature of business entities and their stakeholders in relation to: interests, influences and risks they are exposed to
- Identify and apply professional and ethical behaviour to ensure business communications are effective, conducted in a socially and culturally appropriate manner and relationships with stakeholders are developed and maintained
- Analyse and present evidence of how the business activities and relationships of organisations in Aotearoa NZ can be influenced by bicultural partnerships.

2. Business Functions

To analyse environmental influences on a business entity.

Learning Outcomes:

- Apply a range of legal and economic principles to internal and external business environments
- Analyse the potential impacts of a range of internal and external environmental influences on business entities
- Identify and utilise relevant internal and external environmental data to plan the management of risk and performance in a business entity.

3. Business Environments

Apply knowledge of core business functions for operational efficiency and effectiveness.

Learning Outcomes:

- Apply the principles and practices of accounting, and operations to make decisions supporting business efficiency and effectiveness
- Understand and apply practices of Human Resource Management, Sales and Marketing to support business efficiency and effectiveness

- Demonstrate skills for managing own and others learning and performance within an operational context

4. Understanding Change

To contribute to innovation and change in organisations

Learning Outcomes:

- Identify and demonstrate how innovation and organisation change can contribute to enhanced business performance
- Explain and assess the impact and importance of sustainability to business entities
- Research and recommend solutions for improving performance of a business entity

5. Introduction to Marketing and Sales

To enable students to understand key marketing and sales principles and processes in the contemporary business environments.

Learning Outcomes:

- Apply marketing and sales principles and processes to contemporary business situations.
- Communicate effectively with customers and prospects to achieve marketing and sales outcomes.

6. Buyer Behaviour

To enable students to apply buyer behaviour principles and processes in marketing and sales contexts.

Learning Outcomes:

- Apply buyer decision-making processes
- Explain and apply internal, external and situational influences on buyer behaviour

7. Marketing and Sales Intelligence

To enable students to prepare and present market and sales intelligence to support management decision making on existing and emerging market and sales issues.

Learning Outcomes:

- Source and analyse secondary market and sales information from a variety of media and technology
- Present secondary market and sales information

8. Essential Skills for Marketing and Sales

To enable students to apply communication skills and tactical marketing activities in a range of marketing contexts

Learning Outcomes:

- Apply the sales process
- Apply a range of tactical marketing activities
- Communicate persuasively and purposefully with customers and prospects to achieve marketing and sales outcomes.

- Apply self-management and interpersonal skills for effective relationship management

Further study options

Graduates may progress to:

- New Zealand Diploma in Business (with strands in Accounting, Administration and Technology, Leadership and Management, and Māori Business and Management) (Level 6)
- business qualifications at degree level
- relevant industry or professional qualifications at Level 6 or above.

Student loans and allowances

Full-time domestic students of this programme are eligible for student loans and allowances (dependent on age and financial circumstances.) Please contact Studylink for additional information. Phone 0800 88 99 00 or visit www.studylink.govt.nz

Recognition of prior learning

If you already have extensive knowledge and skills gained from practical experience in this area, enquire about our recognition of prior learning process at Capable NZ. You may have already gained credits towards this qualification in the course of your life.

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