

- **Overview**

Our Postgraduate Diploma in Business with Marketing will equip you with the skills and knowledge to progress your career in a wide variety of organisations and industries.

Developed by subject experts, this advanced programme covers a range of challenging business topics including Leadership in Practice, Management: Principles & Practices and many more.

The marketing modules allow you to develop your specialised knowledge further, with topics covering Marketing Strategy & Management, Marketing Principles & Practices and more.

The programme also allows you to focus on areas of business or marketing that interest you, or that might benefit your career, with a broad range of optional modules including Human Resource Management, Financial Decision Making and Financial Management.

Upon completion of your Postgraduate Diploma, we offer the opportunity for you to progress to study for a full Masters (awarded after 180 credits).

- **Course structure**

The Postgraduate Diploma in Business with Marketing is made up of the following modules and, upon completion, is equal to a total of 120 credits at Level 7.

- **Level 7 modules:**

Marketing Strategy & Management (20 credits)
Marketing Principles & Practices (20 credits)
Management: Principles and Practices (20 credits)
Leadership in Practice (20 credits)
Economics for Managers (20 credits)
One or two optional modules from the list below to equal 20 credits

**Optional modules:**

Financial Management (20 credits)
Business Strategy (10 credits)
Project Management (10 credits)
Human Resource Management (10 credits)
Human Resource Management in Context (10 credits)
Financial Decision Making (20 credits)

\* Upon completion of your PG Dip Business with Marketing we offer the opportunity for you to progress on to study for an MSc Business with Marketing (180 credits).

- **Course Duration:** 16 Months
- **Mode:** Online

### **Entry requirements**

We have flexible entry requirements that look at both your academic and work-based experience as well as your motivation to do the course. There are two entry routes onto our PG Dip Business with Marketing programme:

#### **1. Academic Entry Route**

In order to satisfy the Academic Entry Route requirements for our PG Dip Business with Marketing programme you must have the following qualifications as a minimum:

- An undergraduate degree from an approved institution equivalent to a UK Honours degree or a relevant professional qualification.

If English is not your first language, IELTS (Academic) 6.5 or equivalent. If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.

You don't need to prove your knowledge of English if you're a national of, or if you have completed a qualification equivalent to a UK degree in, any of these countries.

#### **2. Work Experience Entry Route**

We recognise that you can gain skills in a wide variety of ways and that prior academic performance is not the only indicator of an applicant's ability. Therefore, if you do not meet the minimum academic standards above, you may still be eligible to enrol via our Work Experience Entry Route.

In order to satisfy the Work Experience Entry Route requirements for our PG Dip Business with Marketing programme you must meet the following criteria as a minimum:

- At least five years' senior level work experience.
- English language proficiency should be at a level equivalent to IELTS (Academic) 6.5.
- If you do not hold an IELTS or equivalent qualification, we require students to pass a free online English test.

You don't need to prove your knowledge of English if you're a national of, or if you have completed a qualification equivalent to a UK degree in, any of these countries.

Your application will be considered on an individual basis taking into account your motivation for doing the course, prior work experience and other relevant qualifications that demonstrate your ability to successfully complete the programme.

- **Assessment**

We adopt an assignment-based approach to assessment instead of exams. Assessment for the Postgraduate Diploma in Business with Marketing is based on a combination of written coursework. You are always aware of your current provisional grade right from the start of the programme, allowing you to evaluate the success of your current study methods and clearly identify areas to improve. We believe that this transparency gives you the information you need to make the most of your course.

We achieve this by:

- showing your marks clearly in your gradebook, which can be viewed whenever you log onto the learning platform
- the rapid turnaround of work assessed to ensure that your gradebook is always up to date
- assessing your work throughout the module rather than waiting for end of year exams
- ensuring you have regular contact with your Student Adviser
- the simplicity and transparency in the design of our assessment criteria

We also have a policy of ensuring that work submitted by students is authentic. As well as the fact that all work is frequently assessed, we use a well-established electronic monitoring system to check for plagiarism.