2027 Postgraduate Diploma in Marketing

PgDipMktg AK1046 | 120 points

To qualify for the Postgraduate Diploma in Marketing, a student must achieve 120 points by successfully completing eight courses from the table below.

Code	Title	Points	Prerequisite	Offered
BSYS847	Business Analytics 1: Understanding and Visualising Data	15		V1
BUSS901	Applied Business Research and Communication Skills	15		V1, V2
INTB867	International Marketing and Strategy	15		V1, V2
MKTG860	Marketing Concepts and Tactics	15		V1, V3
MKTG861	Marketing Intelligence	15		V1, V2
MKTG864	Digital Marketing Architecture	15		V2, V3
MKTG866	Marketing for Disruption	15		V1, V3
MKTG867	Brand and Identity	15		V3
MKTG868	Creative Ideation and Innovation	15		V1
MKTG869	Strategic Digital Marketing	15		V2

Part-time study also available, please consult with the programme team (business.postgrad@aut.ac.nz) regarding course selections. Key: V1 (Trimester 1), V2 (Trimester 2), V3 (Trimester 3)

Disclaimer: Information is subject to change