



BACHELOR OF APPLIED BUSINESS STUDIES (MAJOR IN MARKETING)

Learn practical skills that will enable you to work in a variety of organisations. Focus on outcomes including strong communication, people skills and technical knowledge.

PROGRAMME INFORMATION

Core papers

- >Introduction to Accounting
- >Introduction to Commercial Law
- >Economic Management
- >Organisation and Management
- >Business Communication
- >Computer Concepts
- >Business Data Analysis

Marketing Papers

- >Marketing Principles
- >Consumer Behavior
- >Market Research
- >Project Management
- >Marketing Communications
- >marketing Strategy
- >Change Management
- >Services Marketing
- >International Marketing
- >E-Business
- >Industry Project

CAREER OPPORTUNITIES

Graduates will have the skills to seek employment in the fields of Marketing, Management, Customer services and Change Management

ENROL NOW!



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PORIRUA
KĀPITI
AUCKLAND
WELLINGTON



ADDITIONAL INFORMATION



FURTHER STUDY OPTIONS

Graduates can apply to enroll in the Post Graduate programmes offered at Whitireia.

DURATION

Three years, full time

CAMPUS/ START DATES 2014

Auckland—10 February, 3 June, 15 September

Porirua- 17 February, 21 July

FEES (NZ\$)

\$ 18,950

LEVEL

7

ENTRY CRITERIA

Successful completion of a qualification relevant to New Zealand Yr. 13

IELTS 6.0 (No band lower than 5.5)



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