



## GRADUATE DIPLOMA IN APPLIED BUSINESS STUDIES (MAJOR IN MARKETING)

The Graduate Diploma in Applied Business Studies (GDABS) is a "real world" degree. A qualification that is practical focused and delivers graduates that are work ready. The GDABS degree equips you with skills as communication skills, business knowledge and the ability to anticipate change

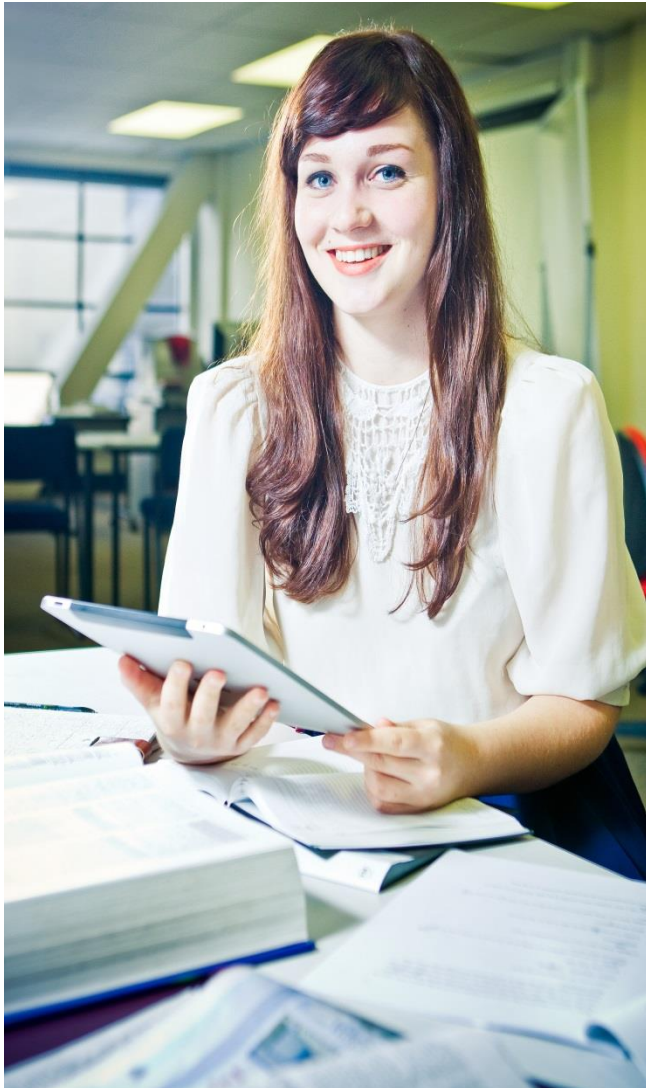
This Degree gives you a solid foundation for your business career

### PROGRAMME INFORMATION

- >Marketing Principles
- >Marketing Communications
- >Marketing Research
- >Business Data Analysis
- >Consumer Behavior
- >Services Marketing
- >Marketing Communication
- >Marketing Strategies
- >International Marketing
- >E-Business
- >Project Management
- >Industry project

### CAREER OPPORTUNITIES

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



## ENROL NOW!



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PORIRUA  
KĀPITI  
AUCKLAND  
WELLINGTON



## ADDITIONAL INFORMATION



### FURTHER STUDY OPTIONS

Having a Graduate Diploma in Applied Business Studies can lead to Post Graduate Study in a wide variety of fields.

### DURATION

One year, 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

Degree or equivalent study/work experience  
IELTS 6.0 (No band lower than 5.5)



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