

## BSB52415 DIPLOMA OF MARKETING

### Program Description

The BHCK Diploma of Marketing aims at providing the skills and training in marketing to understand the vital role marketing plays in organisations today. The program develops skills in marketing planning and the theory behind marketing management and marketing practices.

The first year of the curriculum is oriented towards a basic understanding of the business environment where you will learn basic skills and concepts. The curriculum has a strong focus in market research, consumer behaviour and international marketing. In addition the curriculum encompasses strategic marketing, branding and marketing communication.

### Career Pathway

Students with a diploma of Marketing are able to continue toward a Bachelor's Degree in Marketing.

### Diploma Components

The 63 credits of the Diploma are composed of:

- 18 credits of General Education courses
- 30 credits of Core Business courses
- 15 credits of Specialist courses

#### General Education Courses – All BHCK Mainstream students take these courses

Course Code	Course Title	Credits
STA100	Elementary Statistics	3
MAT100	Basic Maths	3
ENG110	Critical Reading and Writing 1	3
ENG210	Critical Reading and Writing 2	3
IT111	Business Technology	3
ARB110	Arabic Language	3
ARB110-F(N)	Arabic (As a Second Language)	3
<b>Total</b>		<b>18</b>

#### Core Business Courses – All Business Students take these courses

Course Code	Course Title	Credits
BUS101	Introduction to Business	3
BUS200	Public Speaking	3
MGT101	Principles of Management	3
ECO101	Principles of Microeconomics	3
ACC101	Principles of Accounting	3
HR203	Human Resources	3
BUS202	Fundamentals of Project Management	3
MGT201	International Business	3
MGT220	Strategic Management	3
ECO102	Principles of Macroeconomics	3
<b>Total</b>		<b>30</b>

#### Specialist Courses – Only Marketing Students take these courses

Course Code	Course Title	Credits
MKT101	Principles of Marketing	3
MKT221	Consumer Behavior	3
ORG222	Organizational Behavior	3
MKT200	Market Research	3
MKT235	Marketing Communication	3
<b>Total</b>		<b>15</b>

**Total Credits for Diploma Banking Services Management**

**63**

Course:	<b>STA100 Elementary Statistics</b>
B.H.I. Codes:	N/A
This course introduces modern methods of descriptive and inferential statistics. The topics include descriptive statistics, probability, probability distributions, confidence intervals, hypothesis testing, linear regression, and correlation.	
Prerequisites:	MAT100 Basic Math
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>MAT100 Basic Maths</b>
B.H.I. Codes:	N/A
This is an intermediate-level course building on the mathematics material covered in the Foundation Program. The subject matter encompasses areas of utmost importance for a college student in any discipline, and gives the students a strong foundation of those concepts, particularly as regards practical skills and problem-solving strategies. Topics include: Percents, ratios, statistics, algebra, and others.	
Prerequisites:	MS030 Foundation maths or equivalent
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ENG110 Critical Reading and Writing 1</b>
B.H.I. Codes:	N/A
In Mainstream, students are required to read and comprehend extensive, detailed written texts and write reports, summaries, and other academic papers. This course helps them to succeed in their mainstream courses by improving their skills in reading and writing. It builds on the skills that they studied and practiced in previous levels.	
Prerequisites:	ENG030 Foundation
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ENG210 Critical Reading and Writing 2</b>
B.H.I. Codes:	N/A
<p>This course is a continuation of Critical Reading and Writing 1, reinforcing the skills students learned in the previous semester. Critical Reading and Writing 2 helps students to succeed in their mainstream courses by improving their skills in reading and writing. In the course, students focus on comprehending and analyzing readings similar to those in their mainstream courses. They learn research skills and practice writing reports, summaries, responses and other academic papers that are comparable to the writings in their mainstream courses.</p>	
Prerequisites:	ENG110 Critical Reading and Writing 1
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>IT111 Business Technology</b>
B.H.I. Codes:	BSBINM401 Implement Workplace Information System BSBMGT407 Apply digital solutions to work processes
<p>This is an intermediate-level course building on the information technology material covered in the Foundation I.T. course. The subject matter encompasses four relatively discrete office productivity programs (word processing, spreadsheets, electronic presentations, and databases), with a strong emphasis on real-world application. The functions and usage of the software are taught through a hands-on approach whereby the students learn to utilize the software by performing multiple tasks as encountered in the workplace or other professional environments.</p>	
Prerequisites:	CS030 Foundation or equivalent
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ARB110 Arabic Language</b>
B.H.I. Codes:	N/A
<p>This course is designed for students whose first language is Arabic. It focuses on the Arabic language as spoken from earliest times to the present. It includes Arabic philology, Classical Arabic, Modern Standard Arabic, and Arabic dialects. The multiplicity of the Arabic language, as well as the coexistence of colloquial and modern Arabic, is addressed in this course. The course intends to alert students to the wealth and intricacies involved in learning the Arabic language and its many cultures. The course emphasizes all four skills (reading, writing, listening and speaking). Vocabulary and grammar are expanded. It is taught in Arabic.</p>	
Prerequisites:	None
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ARB110-F(N) Arabic as a Second Language</b>
B.H.I. Codes:	N/A
<p>This course is designed for students whose first language is not Arabic. It introduces students to the Arabic alphabet and script of modern written Arabic. It develops the students' knowledge in the four skill areas of reading, writing, listening and speaking. With a modern approach, it uses popular media and themes relating to contemporary experience. It is taught in Arabic.</p> <p>Note: As the number of students who are eligible for this course is small and will fluctuate each semester, this course will not necessarily be offered every semester. It will be offered when there is sufficient demand due to student numbers (for example, every other semester).</p>	
Prerequisites:	None
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>BUS200 Public Speaking</b>
B.H.I. Codes:	BSBCMM401 Make a Presentation BSBCRT401 Articulate, present & debate ideas
<p>This course provides students with the practical experience required to prepare, deliver and review a presentation to a target audience. Learners will learn how to effectively target an audience, deliver a presentation using effective presentation aids and monitor and review their presentations, in order to improve presentation performance.</p>	
Prerequisites:	None
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ECO101 Principles of Microeconomics</b>
B.H.I. Codes:	N/A
<p>This is an introductory course in microeconomic theory. The course focuses on examining the behaviors of individuals and firms in the market and the implications of their choices, using basic economic principles and tools.</p>	
Prerequisites:	MAT100 Basic Math
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ECO102 Principles of Macroeconomics</b>
B.H.I. Codes:	N/A
This course provides an overview of basic economic concepts and institutions, the nature of economic activity and an analysis of the function of the economic system. Students examine how an economy allocated and uses resources, and they evaluate its economic condition, students also study the interdependency of global economies.	
Prerequisites:	ECO101 Principles of Microeconomics
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ACC101 Principles of Accounting</b>
B.H.I. Codes:	N/A
The Principles of Accounting course will provide the essential skills and knowledge required to understand the accounting cycle and to be able to prepare and maintain the daily accounting records (journal, ledger, financial statements) and the business documents like invoices and banking documents. It includes the processing of financial transactions and how to extract interim reports; the functions involved in preparation and processing of routine financial documents, preparing journal entries, posting journals to ledgers, preparing, banking and reconciling financial receipts, extracting a trial balance and interim reports and how to record general journal adjustment entries and to prepare end of period financial reports.	
Prerequisites:	None
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>HR203 Human Resources</b>
B.H.I. Codes:	BSBHRM405 Support the recruitment, selection and induction of staff BSBMGT502 Manage People Performance BSBHRM513 Manage workforce planning
This course teaches the skills and knowledge required to execute tasks associated with the recruitment cycle and how to manage the performance of staff who report to them directly. It makes the link between performance management and performance development, and reinforces both functions as a key requirement for effective managers.	
Prerequisites:	BUS 101 Introduction to Business, MGT 101 Principles of Management
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>BUS202 Fundamentals of Project Management</b>
B.H.I. Codes:	BSBPMG522 Undertake project work Internship
This course addresses the management of projects including the development of a project plan, administering and monitoring the project, finalizing the project and reviewing the project to identify lessons learnt for application to future projects as well as effectively developing the budget for the project. The project component of this course prepares the students to undertake professional internships within the industry in the latter part of the course.	
Prerequisites:	All courses in stages 1 and 2
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>MGT201 International Business</b>
B.H.I. Codes:	BSBMKG512 Forecast International Markets BSBMKG513 Promote Products and Services to International Markets
This course covers various components of International Business and discusses in detail methods to forecast international markets and business needs. In addition, it covers the necessary tools required for promoting products and services to international markets.	
Prerequisites:	MKT200 Market Research, HR203 Human resources
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>MKT221 Consumer Behaviour</b>
B.H.I. Codes:	BSBMKG502 Establish and Adjust Marketing Mix BSBMKG501 Identify and Evaluate Marketing Opportunities BSBMKG522 Plan measurement of marketing effectiveness
This class takes advantage of marketing opportunities by analyzing market data, distinguishing the characteristics of possible markets and assessing the viability of changes to business operations.	
Prerequisites:	MKT200 Market Research
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>MGT101 Principles of Management</b>
B.H.I. Codes:	N/A
This covers the essential principles of management including planning, organizing, leading and controlling a business at different levels. In addition the course covers decision-making processes and ethics, and the social reasonability component of businesses.	
Prerequisites:	BUS101 Introduction to Business
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>MGT220 Strategic Management</b>
B.H.I. Codes:	BSBINN601 Managing organizational change
This course covers the skills and knowledge required to determine strategic change requirements and opportunities, and to develop, implement and evaluate change management strategies.	
Prerequisites:	BUS101 Introduction to Business, MGT101 Principles of Management
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>ORG222 Organizational Behaviour</b>
B.H.I. Codes:	BSBWOR502: Lead and manage effective workplace relationships
This course teaches the skills and knowledge required to determine individual and team development needs and to facilitate the development of the workgroups	
Prerequisites:	N/A
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>MKT200 Market Research</b>
B.H.I. Codes:	BSBMKG506 Plan market research BSBMKG507 interpret market trends and developments BSBMKG509 Implement and monitor direct marketing activities BSBMKG515 Conduct a marketing audit
This unit describes the performance outcomes, skills and knowledge required to conduct an analysis of market data in order to determine organizational and competitor business performance, and to prepare market and business forecasts that assist in targeting marketing activities and in drawing up a marketing plan.	
Prerequisites:	MKT101 Principles of Marketing
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>MKT101 Principles of Marketing</b>
B.H.I. Codes:	BSBMKG417 Apply marketing communication across a convergent industry BSMKG418 Develop & apply knowledge of marketing communication industry
This course covers the essentials of marketing including the key concepts such as methods of analysis, strategies and tactics, critical to managing a profitable customer relationship, and analysing consumer behaviour in the market place.	
Prerequisites:	None
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.

Course:	<b>BUS101 Introduction to Business</b>
B.H.I. Codes:	N/A
This introduces all concepts of management while focusing on delivering a state of the art customer service, and at the same effectively managing a diverse workplace.	
Prerequisites:	None
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.



Course:	<b>MKT235 Marketing Communication</b>
B.H.I. Codes:	BSBADV510 Create mass electronic media advertisement BSBMKG523 Design and Develop and integrated marketing communication plan BSBMKG510 Plan E Marketing Communications
This course is centered upon introducing marketing communication both in its traditional aspects and in digital marketing schemes.	
Prerequisites:	MKT200 Market Research
Course Load:	3 cr. hrs. p/w
Duration:	48 hrs.