Graduate Certificate in Marketing

UNDA Course Code 4015
CRICOS Code 049353D
2017

WHY STUDY AT NOTRE DAME?
The University of Notre Dame Australia is proud of its postgraduate coursework offerings and caring community atmosphere. Committed to excellence, social justice and the pastoral care of students and staff, the University offers a uniquely personal approach to teaching and learning. Notre Dame empowers students to build on their knowledge and experience, sharpen their skills and challenge them to succeed in their chosen field. Notre Dame’s academic staff are specialists in their field and provide students with best practice content and a practical approach to teaching and learning.

INTRODUCTION
The University of Notre Dame Australia takes pride in the personalised attention and individualised education it gives to its students. The School of Business offers a range of disciplines headed by leaders in their respective fields who have strong commercial and industry experience. This ensures that the School’s postgraduate programs are relevant and contemporary, embracing today’s rapidly changing global environment while maintaining academic rigour.

Notre Dame Australia has strong links with The University of Notre Dame United States (NDUS) and the College of St. Benedict/St. John’s University, Minnesota. Faculties from these two universities teach at the Fremantle Campus each year.

COURSE OUTLINE
The Graduate Certificate in Marketing is offered as a one semester full-time (or equivalent part-time) course consisting of four units. It is open to students with a recognised degree or the equivalent from other institutions.

The completion of the Graduate Certificate may lead to further studies at a Diploma or Masters level.

Depending on their chosen mode of study, students wishing to obtain a Graduate Certificate in Marketing will be required to undertake the compulsory core business units as listed below. In total four units are required.

One Compulsory Unit
- Marketing

Three Other Units (to be selected from the list below)
- Consumer Behaviour
- International Marketing
- Services Marketing
- Social Media
- Strategic Marketing

ADMISSION REQUIREMENTS
Notre Dame encourages applications from people of all backgrounds and takes into consideration the applicant’s academic performance as well as their personal qualities and accomplishments. Academic requirements are as follows:

- A Bachelor degree from a recognised Australian or overseas University demonstrating the attainment of satisfactory grades
- A minimum of three years’ relevant industry experience
- International students may be required to show evidence of their English capability

Recognition of Prior Learning may be granted to selected applicants who have no formal tertiary qualifications but who have at least 10 years industry experience.

MODE OF STUDY AND ASSESSMENT
Students may undertake study as a part-time student, commencing in First Semester (February) or in Second Semester (July), subject to unit availability. The assessment of competency in each unit consists of tutorial performance, a number of assignments or projects during the semester and a final examination. Units generally operate over a full standard semester.

FURTHER INFORMATION
The information contained in this publication is designed as a basic course description. Further information pertaining to admissions, fees or the University itself can be found in the Notre Dame Course Guide. International students refer to the International Course Guide.

For more information please contact the Prospective Students Office on (08) 9433 0533 or at future@nd.edu.au

Visit the website at www.nd.edu.au

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