COURSE REGULATIONS
SCHOOL OF BUSINESS

GRADUATE CERTIFICATE IN MARKETING
GradCertMktg

COURSE CODE: 4015

THESE COURSE REGULATIONS ARE EFFECTIVE FROM 1.1.2017
SCHOOL OF BUSINESS

1. These Course Regulations apply to all students who are enrolled in this Award on the Fremantle and Sydney Campuses.
2. The Dean is the responsible Executive of these Course Regulations.
3. The contact officer for this document is the Senior Administrative Officer, School of Business, Fremantle Campus.

MODIFICATION HISTORY

1. These Course Regulations are effective from 1 January 2017.

<table>
<thead>
<tr>
<th>Version</th>
<th>Date Amended</th>
<th>Modification Details</th>
<th>Name</th>
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<tr>
<td>1</td>
<td>August 2013</td>
<td>Reformat</td>
<td>Dean</td>
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<tr>
<td>2</td>
<td>December 2013</td>
<td>UCAC modifications</td>
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<td>3</td>
<td>February 2015</td>
<td>Resubmitted due to formatting issues</td>
<td>Associate Dean</td>
</tr>
<tr>
<td>4</td>
<td>July 2015</td>
<td>BS575 BS557 removed</td>
<td>Associate Dean, Fremantle Campus</td>
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<tr>
<td>5</td>
<td>November 2016</td>
<td>BS599 added, BS557 reinstated</td>
<td>Acting Associate Dean, Fremantle campus</td>
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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction
These Course Regulations apply to all students enrolled in the Graduate Certificate in Marketing Award at The University of Notre Dame Australia.

These Regulations should be read in conjunction with the University’s General Regulations and the School of Business Regulations.

1.2 Interpretation
The terms included in these Regulations have the meanings as defined in the University’s General Regulations and the School of Business Regulations.

1.3 Amendments made to Course Regulations
Unless otherwise specified, when amendments are made to the structure, content or academic requirements of this Award, the amendments will automatically apply in accordance with General Regulation Section 1.7.

1.4 Applicability to Campuses of the University
This Award is available on the Fremantle and Sydney Campuses.

1.5 The Australian Qualifications Framework (AQF)
The Graduate Certificate in Marketing Award is a Level 8 AQF qualification.
2 ENTRY CRITERIA

2.1 General Criteria
The standard entry requirements for admission are detailed in the University’s General Regulations and the School of Business Regulations.

2.2 Additional Entry Requirements / Pre-Requisites
The following entry requirements apply to this Award:

2.2.1 A recognised undergraduate degree (or equivalent qualification) plus a minimum of three years’ experience in managerial and/or supervisory roles.

2.2.2 Where the applicant does not meet the criteria in 2.2.1 above, the Dean may approve admission to this course if the Dean is satisfied that
   • the applicant has sufficient background and/or experience in management/supervision; and
   • the applicant has the skills necessary to complete postgraduate studies.

2.3 External Accreditation Requirements
External accreditation requirements are not applicable to this Award.
3 AWARD REQUIREMENTS

3.1 Structure
For the Graduate Certificate in Marketing Award Structure, refer to Appendix A.

3.1.1 Compulsory Units
100 Credit Points from units as detailed in Appendix A.

3.1.2 Elective Units
There are Elective unit(s) within this Award.

3.1.3 Majors and Double Majors
There are no Majors available in this Award.

3.1.4 Minors
There are no Minors available in this Award.

3.1.5 Specialisations
There are no Specialisations permitted in this Award.

3.1.6 Special Interest Units
There are no Special Interest units available in this Award.

3.2 Special Award Requirements
There are no special award requirements in this Award.

3.3 Practicum or Internship requirements
There are no Practicum or Internship requirements in this Award.

3.4 Approved unit substitutions
Unit substitutions, where permitted, must be approved by the Dean.

3.5 Alternative Pathways
An Alternative pathway is not available for this Award.

3.6 Volume of Learning

3.6.1 Standard Duration
(a) The standard duration for this Award is 0.5 years equivalent full-time study.
(b) A student is able to enroll in this Award on a part-time basis.

3.6.2 Accelerated Duration
An accelerated mode is not available for this Award.

3.6.3 Maximum Duration
The maximum period of time within which a student is permitted to complete the Graduate Certificate in Marketing Award is three years (including any periods of approved leave of absence) from the date on which they first enrolled in the course.

3.7 Graduation
Where a student has satisfied all the requirements of the Graduate Certificate in Marketing Award as detailed in these Course Regulations and the General Regulations, the University may grant the student graduation status.

3.8 Exit Awards
An Exit Award pathway is not available for this Award.

3.9 Honours
The Graduate Certificate in Marketing Award is not offered with Honours.
3.10 Advanced Standing and Recognition of Prior Learning
Advanced standing and/or recognition of prior learning may be available towards this Award in accordance with the College of Business policy.

END OF REGULATIONS
# APPENDIX A:

## Compulsory Unit

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<th>Course</th>
<th>Title</th>
<th>Credit Points</th>
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<tr>
<td>BS550</td>
<td>Marketing</td>
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Plus any three (3) of the following units

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<thead>
<tr>
<th>Course</th>
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<tbody>
<tr>
<td>BS515</td>
<td>e-Marketing OR</td>
<td>25</td>
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<td></td>
<td>BS599 Social Media (Fremantle only)</td>
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<td>BS541</td>
<td>Services Marketing</td>
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<td>BS552</td>
<td>Consumer Behaviour</td>
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<tr>
<td>BS557</td>
<td>Strategic Marketing for Managers</td>
<td>25</td>
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**Total Credit Points**

|                   | 100            |