



Graduate Certificate in Marketing

UNDA Course Code 4015
CRICOS Code 049353D
2010

INTRODUCTION

The University of Notre Dame Australia takes pride in the personalised attention it gives to its students and individualised education. The School of Business offers a range of disciplines (Accounting, Economics, Finance, Human Resource Management, Management, Marketing, Public Relations and Sport and Recreation Management), 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 and 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 consists of four units and is offered over three Semesters.

Students eligible to complete this course should have a recognised degree or the equivalent from other institutions.

Students must complete four major units
Marketing
Consumer Behaviour
Marketing Strategy
International Marketing

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

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.

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.

Applications should be received at least one month prior to commencement. However, there are limited places available in postgraduate courses and they will be filled on a first-come first-served basis, so early application is encouraged.

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.



AUSTRALIAN
MARKETING
INSTITUTE

FURTHER INFORMATION

The information contained in this publication is designed as a basic course description. If you would like further information regarding the course, or information pertaining to admissions, fees or the University itself, please consult the Notre Dame Prospectus. International students refer to the International Prospectus.

If you would like to view the University facilities please contact the Prospective Students Office on (08) 9433 0533 or at future@nd.edu.au.

Visit the website at www.nd.edu.au

PROSPECTIVE STUDENTS OFFICE

For further information on The University of Notre Dame Australia, contact the Prospective Students Office
Tel: (08) 9433 0533 FREECALL: 1800 640 500 Fax: (08) 9433 0544
E-mail: future@nd.edu.au Internet: www.nd.edu.au
23 High Street (PO Box 1225), Fremantle Western Australia 6959

ADMISSIONS OFFICE

For further information on the admissions process at The University of Notre Dame Australia, contact the Admissions Office
Tel: (08) 9433 0537 Fax: (08) 9433 0769
Email: admissions@nd.edu.au Internet: www.nd.edu.au
21 High Street (PO Box 1225), Fremantle Western Australia 6959