

PROGRAM PLAN

GRADUATE CERTIFICATE IN MARKETING

START DATE:
Trimester 1, Trimester 2,
Trimester 3, 2018 – 2021

LOCATION:
Newcastle City Precinct

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek advice from your Academic Program Advisor to ensure you remain on track.

 [PROGRAM HANDBOOK](#)

 [COURSE HANDBOOK](#)

NAME:

STUDENT NO.:

COMMENCING IN TRIMESTER 1

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

YEAR 1	TRIMESTER 1	GSBS6001 Managing Under Uncertainty	GSBS6005 Marketing Management and Planning	DIRECTED	TRIMESTER 2	GSBS6013 Customer Decision Making and Behaviour
		CORE	CORE			CORE

COMMENCING IN TRIMESTER 2

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

YEAR 1	TRIMESTER 2	GSBS6005 Marketing Management and Planning	GSBS6013 Customer Decision Making and Behaviour	DIRECTED	TRIMESTER 3	GSBS6001 Managing Under Uncertainty
		CORE	CORE			CORE

COMMENCING IN TRIMESTER 3

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

YEAR 1	TRIMESTER 3	GSBS6001 Managing Under Uncertainty	GSBS6005 Marketing Management and Planning	DIRECTED
		CORE	CORE	
YEAR 2	TRIMESTER 1	GSBS6013 Customer Decision Making and Behaviour		
		CORE		

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To be eligible to graduate make sure you have completed 40 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- Core courses – 30 units
- Directed courses – 10 units, visit the [Program Handbook](#) for more information
- The duration of this program is 2 trimesters or part-time equivalent.
- The maximum time to complete this program is 3 years.
- The above enrolment pattern complies with the conditions of international student visas. Failing to follow this enrolment advice may result in international students not being able to graduate within the period of their Confirmation of Enrolment.
- **Students must enrol ONLY in courses listed on this program plan. Students are not permitted to select courses from outside their degree program.**



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#). Please refer to the [Program Handbook](#) for specific information on program structure. If you are intending varying from this program plan please seek advice from your [Academic Program Advisor](#).

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COMPULSORY COURSES

Complete the following 30 units:

GSBS6001 Managing Under Uncertainty
GSBS6005 Marketing Management and Planning
GSBS6013 Customer Decision Making and Behaviour

DIRECTED COURSES

Complete 10 units from:

GSBS6014 Digital Marketing
GSBS6300 Integrated Marketing Communications
GSBS6015 Services and Relationship Marketing Management
GSBS6301 Brand Development and Marketing
GSBS6505 Marketing Research in Practice