

# Graduate Certificate in Marketing



Commencing in 2019



Studying at Newcastle City



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 prior advice from your [Program Advisor](#) to ensure you remain on track.

## COMMENCING IN TRIMESTER 1

### Trimester 1

|   |  |
|---|--|
| <a href="#">GSBS6005</a><br>Marketing Management and Planning | <a href="#">GSBS6013</a><br>Customer Decision Making and Behaviour |
|---|--|

### Trimester 2

|  |                          |
|--|--------------------------|
| <a href="#">GSBS6001</a><br>Managing Under Uncertainty | <a href="#">DIRECTED</a> |
|--|--------------------------|

## COMMENCING IN TRIMESTER 2

### Trimester 2

|  |   |
|--|---|
| <a href="#">GSBS6001</a><br>Managing Under Uncertainty | <a href="#">GSBS6005</a><br>Marketing Management and Planning |
|--|---|

### Trimester 3

|  |                          |
|--|--------------------------|
| <a href="#">GSBS6013</a><br>Customer Decision Making and Behaviour | <a href="#">DIRECTED</a> |
|--|--------------------------|

**Program Plan Key:** = Core = Directed (List of Directed courses on page 2)

## COMMENCING IN TRIMESTER 3

### Trimester 3

|  |   |
|--|---|
| <a href="#">GSBS6005</a><br>Marketing Management<br>and Planning | <a href="#">GSBS6013</a><br>Customer Decision Making<br>and Behaviour |
|--|---|

### Trimester 1 (2020)

|  |                          |
|--|--------------------------|
| <a href="#">GSBS6001</a><br>Managing Under Uncertainty | <a href="#">DIRECTED</a> |
|--|--------------------------|

## Directed Courses

Choose **10 units** from the following directed courses.

|                          |  |
|--------------------------|--|
| <a href="#">GSBS6014</a> | Digital Marketing                              |
| <a href="#">GSBS6015</a> | Services and Relationship Marketing Management |
| <a href="#">GSBS6300</a> | Integrated Marketing Communications            |
| <a href="#">GSBS6301</a> | Brand Development and Marketing                |
| <a href="#">GSBS6505</a> | Marketing Research in Practice                 |

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.
- ✓ The recommended duration of this program is 2 trimesters.
- ✓ 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](#). The [Program Handbook](#) has valuable information on program structure and requirements, if you are intending on studying part time or varying from this program plan please seek prior advice from your [Program Advisor](#).

# Helpful Hints & Tips

## ENROLMENT HELP



Need help? >>  
**Ask UON >>**



How do I use the Web Timetable? >>

### RULES

It is important to follow this Program Plan.

You cannot repeat a course you've passed to try and get a better grade.

You cannot enrol in any extra courses not required by your program >>

## INFO FOR NEW STUDENTS



First year undergraduate students usually only enrol in 1000 level courses >>

New Postgraduate students should only enrol in 6000 level courses >>



Find out all you need to know about getting started at uni >>

## UNDERSTANDING COURSES & PROGRAMS



Not sure what courses to study? >>



Understanding program and course jargon >>



Understanding UON Jargon >>

## PRIOR STUDY



Check you have met the assumed knowledge and requisites for courses before enrolling >>



Have you studied elsewhere or transferred programs? Don't forget to apply for credit >>

## CONSIDERING A BREAK?



Need to take a break? This is called a 'leave of absence'. Check if you are eligible >>



Planning on going overseas? Keep electives free, so it's easier for you to receive credit for your overseas studies >>



UON offers a range of support services to assist with your health and wellbeing >>

## MORE QUESTIONS?

We are here to answer questions about your program. Talk to us your way!

Ask UON

1300 ASK UON

Visit a Student Hub

Message us on Facebook

or Twitter

UONline via myUON