GRADUATE CERTIFICATE
MARKETING

Curtin Business School

CRICOS code
044636M

Course code
GC-MKTG

Course entry requirements
You can apply for this course if you have a bachelor degree or an equivalent qualification in any field, or at least five years' relevant professional or managerial work experience.

Credit for recognised learning
Applications for credit for recognised learning are assessed on an individual basis.

Duration
This course is six months full-time or equivalent part-time study.

Study mode
On-campus. Daytime and evening classes are available for most units in alternate semesters. Some units have online components and/or special weekend intensive classes in lieu of regular class time.

Intakes
February and July.

Location
Bentley, Western Australia.

Course fees and expenses
Course fee information can be found by searching for your postgraduate course at courses.curtin.edu.au. You may also be expected to purchase a number of textbooks, readers and other essential study materials.

Course information
Whether you have an undergraduate background in business, or in another field like engineering, arts, science or humanities, Curtin’s Graduate Certificate in Marketing will provide you with a thorough understanding of the principles of marketing. It is also beneficial for people without a degree who have extensive experience in a related field.

The Graduate Certificate in Marketing is suitable for those who wish to advance their careers through a deeper understanding of marketing concepts. The course is also an entry point for those considering further study. It comprises the first semester of Curtin’s Graduate Diploma in Marketing and Master of Commerce (Marketing).

The course is industry-focused and relevant to the marketing profession. It provides regular interaction with industry through guest speakers and practical workplace projects.

Curtin University achieved a three-star ranking for marketing in the Australian Government’s most recent Excellence in Research for Australia (ERA) assessment. This means our research in marketing is considered to be in line with world standards. The School of Marketing’s special areas of research focus include customer relationship management; luxury branding; and communication and media effectiveness.

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<tr>
<th>UDC</th>
<th>Unit name</th>
<th>Credits</th>
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<tr>
<td>MKTG5003</td>
<td>Marketing Management</td>
<td>25</td>
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<td>MKTG5006</td>
<td>Marketing Intelligence and Research</td>
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<td>MKTG5007</td>
<td>Buyer Behaviour and Analysis</td>
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<tr>
<td>MKTG5002</td>
<td>International Marketing for Managers</td>
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Industry connections
The School of Marketing is the Inaugural Premier Member of the Education Network of The Communications Council, the peak national body for the marketing communications industry. We are closely associated with the Australian Marketing Institute and the Public Relations Institute of Australia.

The school’s advisory board includes prominent professionals from the fields of marketing, advertising, public relations and tourism. In addition, many academic staff members have extensive industry experience and professional networks.

Professional recognition
You can join the Australian Marketing Institute to increase career opportunities through networking and regular events.

FOR MORE INFORMATION
Future Students Centre
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Fax: +61 8 9266 3331
Email: futurestudents@curtin.edu.au
Web: futurestudents.curtin.edu.au

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