GRADUATE DIPLOMA
MARKETING

CRICOS code
056849K

Course code
GD-MKTG

Course entry requirements
You can apply for this course if you have a bachelor degree, or an equivalent qualification in any discipline from a recognised tertiary institution, or a Graduate Certificate in Marketing.

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

Duration
This course is one year 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 Diploma in Marketing will provide you with a thorough understanding of the principles of marketing. You will receive a strong grounding in marketing research and the motivation of customers as well as a number of specialised marketing applications.

The course will also help you to identify, analyse and develop solutions to marketing management challenges on a global scale. The course is industry-focused and relevant to the marketing profession. It provides regular interaction with industry through guest speakers and practical workplace projects.

The Graduate Diploma in Marketing follows the same structure as the first year of the Master of Commerce (Marketing). On graduation you may choose to extend your studies or apply what you have learned to your workplace.

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.
**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.

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### Course structure

#### SEMESTER ONE

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<tr>
<th>UDC</th>
<th>Unit name</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKTG5003</td>
<td>Marketing Management</td>
<td>25</td>
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<tr>
<td>MKTG5006</td>
<td>Marketing Intelligence and Research</td>
<td>25</td>
</tr>
<tr>
<td>MKTG5007</td>
<td>Buyer Behaviour and Analysis</td>
<td>25</td>
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<tr>
<td>MKTG5002</td>
<td>International Marketing for Managers</td>
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#### SEMESTER TWO

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<td>Marketing of Services</td>
<td>25</td>
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<tr>
<td>MKTG5001</td>
<td>Tourism and Event Marketing</td>
<td>25</td>
</tr>
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<td>MKTG5008</td>
<td>Global Marketing Communications</td>
<td>25</td>
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<tr>
<td>PUBR5000</td>
<td>Public Relations Contemporary Practice</td>
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