Graduate Certificate in Business (Marketing) (BS39)

Year offered: 2010
Admissions: Yes
CRICOS code: 031769E

Course duration (full-time): 1 semester (6 months) (Philanthropy and Nonprofit Studies is not available full-time)
Course duration (part-time): 2 semesters (1 year)

Domestic fees (indicative): 2010: Full fee tuition $9,500 (indicative) per semester
International Fees (indicative): 2010: Full fee tuition $11,500 (indicative) per semester

Domestic Entry: February and July
International Entry: February and July
Total credit points: 48
Standard credit points per full-time semester: 48
Standard credit points per part-time semester: 24

Course coordinator: Dr Amanda Gudmundsson
Discipline coordinator: Mr Bill Proud
Campus: Gardens Point

Overview
The Graduate Certificate in Business is effectively one-third of the Master of Business program. Graduate Certificate in Business (Marketing) students will undertake 48 specified credit points (4 units) in your chosen discipline.

Course Design
Students are required to complete 48 credit points (4 units). The course can be undertake either full-time (1 semester) or part-time (2 semesters).

Abbreviation
GradCertBus(Study Area A)

Other Majors

Entry requirements (domestic and international students)
For all specialisations except Applied Finance the entry requirements are an undergraduate degree in any field or equivalent with an overall minimum GPA of 4 (on a 7-point scale).

English language requirements (international students)
In addition to the above academic entry requirements, international students must meet the following English language proficiency levels for entry into the Faculty's postgraduate coursework courses:
- IELTS: overall band score of 6.5 with no sub-band below 6.0; or
- TOEFL: 575 (paper-based), 230 (computerised) or 90 with at least 20 in all bands (Internet Based) (if TOEFL permitted by visa requirements).

Special Entry
Applicants who have an undergraduate degree with a GPA below 4.0, may be considered for special entry following the approval of the Discipline Coordinator. Such applicants may be required to attend a selection interview and present a portfolio of work.

Articulation
With approval of the relevant Discipline Coordinator in conjunction with approval from the Course Coordinator, students may articulate from the Graduate Certificate in Business to a related Master of Business course, depending on the major undertaken. Students must meet the entry requirements and/or prerequisites for further study. Students completing the Graduate Certificate in Business (Marketing) may articulate to the:
- BS16 Master of Business (Marketing); or
- BS16 Master of Business (Public Relations); or
- BS16 Master of Business (Integrated Marketing Communication).

Course Structure

<table>
<thead>
<tr>
<th>Marketing</th>
<th>Students are required to complete the following 4 units (48 credit points):</th>
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<tbody>
<tr>
<td>AMN400</td>
<td>Consumer Behaviour</td>
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<tr>
<td>AMN403</td>
<td>Marketing and Survey Research</td>
</tr>
<tr>
<td>AMN442</td>
<td>Marketing Management</td>
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<tr>
<td></td>
<td>Elective unit</td>
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</tbody>
</table>

This elective unit must be selected from postgraduate units offered by the School of Advertising, Marketing and Public Relations

Potential Careers:
Marketing Officer/Manager.
UNIT SYNOPSES

AMN400 CONSUMER BEHAVIOUR
This unit provides an introduction to the area of consumer behaviour and a forum for discussion of theory and research in the field. The current state of consumer behaviour research will be reviewed and some of the emerging trends in the area are explored through several avenues of assessment. The unit provides the environment for students to conduct their own research in areas that are relevant, of interest to them and reflect the interdisciplinary nature of consumer behaviour.

Antirequisites: MIN419
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN403 MARKETING AND SURVEY RESEARCH
This unit provides a detailed overview of marketing research to support decision making in the areas of advertising, integrated marketing communication, marketing and public relations. The unit builds an advanced understanding of the use of survey research to support the descriptive and predictive information needs of management in such areas as consumer opinions and behaviour, and stakeholder analyses. Students will explore issues related to survey research design, questionnaire development and administration, sampling, measurement, data analysis including descriptive and multivariate statistics and presentation of research results.

Antirequisites: MIN413
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2

AMN442 MARKETING MANAGEMENT
The study of marketing, marketing systems and marketing management and marketing planning within contemporary structure of social, cultural, political, economic, business and organisational environment. Concepts are applied through the study and construction of a marketing plan, which involves market and sales analysis, target market strategies, tactical decision planning, and implementation and control. Marketing management concepts are applied to virtual and physical markets and attention is given to a range of skills in finance, human resources, information and other skills needed by marketing managers in these markets.

Antirequisites: MIN422
Credit points: 12
Contact hours: 3 per week
Campus: Gardens Point
Teaching period: 2010 SEM-1 and 2010 SEM-2