

# Graduate Certificate in Marketing (C5F)

## Overview 2023

Domestic

International




### Entry Requirements

[See entry requirements](#)



### Duration

Minimum 0.5 Years, up to a maximum of 2 Years 



### Location

**HOBART**


Semester 1

**ONLINE**

Semester 1

 [What is an ATAR \(//www.utas.edu.au/admissions/undergraduate/australian-tertiary-admission-rank-atar\)](https://www.utas.edu.au/admissions/undergraduate/australian-tertiary-admission-rank-atar)

 [Course rules \(https://www.utas.edu.au/courses/course-rules?courseid=156874&year=2023\)](https://www.utas.edu.au/courses/course-rules?courseid=156874&year=2023)

 [Australian Qualification Framework level: 8 \(https://www.aqf.edu.au/framework/aqf-levels\)](https://www.aqf.edu.au/framework/aqf-levels)

 View archived years for this course

[2023 \(https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing/?SQ\\_ACTION=set\\_context&SQ\\_CONTEXT\\_NAME=2023&year=2023\)](https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing/?SQ_ACTION=set_context&SQ_CONTEXT_NAME=2023&year=2023)

| [2022 \(https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing/?SQ\\_ACTION=set\\_context&SQ\\_CONTEXT\\_NAME=2022&year=2022\)](https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing/?SQ_ACTION=set_context&SQ_CONTEXT_NAME=2022&year=2022)

| [2021 \(https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing/?SQ\\_ACTION=set\\_context&SQ\\_CONTEXT\\_NAME=2021&year=2021&SQ\\_PAINT\\_LAYOUT\\_NAME=archive\)](https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing/?SQ_ACTION=set_context&SQ_CONTEXT_NAME=2021&year=2021&SQ_PAINT_LAYOUT_NAME=archive)

For years prior to 2015, please view the [Course and Unit Handbook Archive \(//www.utas.edu.au/handbook-archive/2014/NEW/index.html\)](http://www.utas.edu.au/handbook-archive/2014/NEW/index.html)

View the [current year's course page \(https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing\)](https://www.utas.edu.au/courses/bus/courses/c5f-graduate-certificate-in-marketing).

This course provides an introduction to Marketing principles for students who are new to the discipline, or who only have limited experience in Marketing. Successful completion of this course will give students a solid foundation in Marketing fundamentals, and can be built on through further studies to achieve the level of competency required to become a Marketing professional.

## Course objectives

This course aims to develop marketing graduates who are independent learners and who have the ability to reflect on experiences, think critically, and interpret complex information and practices through research and inquiry. Our graduates are prepared for senior positions where they can use information to make socially responsible and informed decisions.

## Learning Outcomes

- 1 Evaluate marketing problems and opportunities in diverse contexts.
- 2 Articulate a position to persuade diverse audiences on range of marketing issues.
- 3 Analyse and solve real world marketing problems.

## Course structure

To graduate from the Graduate Certificate in Marketing course, a student must satisfactorily complete 50 credit points of study comprising:

- 50 credit points of core units

## Core units

### **BMA506** Foundations of Marketing

Marketing is a business function that goes beyond the mere act of selling or advertising, it encompasses the entire marketing process through which value is created, captured and offered to customers. It is critical that organisations establish and maintain relationships...

**Credit Points:** 12.5