



THE UNIVERSITY OF
NOTRE DAME
A U S T R A L I A

PROGRAM REGULATIONS

SCHOOL OF BUSINESS

GRADUATE CERTIFICATE IN MARKETING
GradCertMktg

PROGRAM CODE: 4015

THESE PROGRAM REGULATIONS ARE EFFECTIVE FROM 1.1.2018

SCHOOL OF BUSINESS

1. These Program Regulations apply to all students who are enrolled in this Award on the Fremantle and Sydney Campuses.
2. The Dean is the responsible Executive of these Program Regulations.
3. The contact officer for this document is the Senior Administrative Officer, School of Business, Fremantle Campus.

MODIFICATION HISTORY

1. These Program Regulations are effective from 1 January 2018.

Version	Date Amended	Modification Details	Name
1	August 2013	Reformat	Dean
2	December 2013	UCAC modifications	Dean
3	February 2015	Resubmitted due to formatting issues	Associate Dean
4	July 2015	BS575 BS557 removed	Associate Dean, Fremantle Campus
5	November 2016	BS599 added, BS557 reinstated	Acting Associate Dean, Fremantle campus
6	October 2017	Change of terminology unit -> course, course -> program, credit points -> units of credit	Dean, Fremantle

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1 INTRODUCTION AND INTERPRETATION

1.1 Introduction

These Program Regulations apply to all students enrolled in the Graduate Certificate in Marketing Award at The University of Notre Dame Australia.

These Regulations should be read in conjunction with the University's General Regulations and the School of Business Regulations.

1.2 Interpretation

The terms included in these Regulations have the meanings as defined in the University's General Regulations and the School of Business Regulations.

1.3 Amendments made to Program Regulations

Unless otherwise specified, when amendments are made to the structure, content or academic requirements of this Award, the amendments will automatically apply in accordance with General Regulation Section 1.7.

1.4 Applicability to Campuses of the University

This Award is available on the Fremantle and Sydney Campuses.

1.5 The Australian Qualifications Framework (AQF)

The Graduate Certificate in Marketing Award is a Level 8 AQF qualification.

2 ENTRY CRITERIA

2.1 General Criteria

The standard entry requirements for admission are detailed in the University's General Regulations and the School of Business Regulations.

2.2 Additional Entry Requirements / Pre-Requisites

The following entry requirements apply to this Award:

- 2.2.1 A recognised undergraduate degree (or equivalent qualification) plus a minimum of three years' experience in managerial and/or supervisory roles.
- 2.2.2 Where the applicant does not meet the criteria in 2.2.1 above, the Dean may approve admission to this program if the Dean is satisfied that
- the applicant has sufficient background and/or experience in management/supervision; and
 - the applicant has the skills necessary to complete postgraduate studies.

2.3 External Accreditation Requirements

External accreditation requirements are not applicable to this Award.

3 AWARD REQUIREMENTS

3.1 Structure

For the Graduate Certificate in Marketing Award Structure, refer to Appendix A.

3.1.1 Compulsory Courses

100 Units of Credit from courses as detailed in Appendix A.

3.1.2 Elective Courses

There are Elective unit(s) within this Award.

3.1.3 Majors and Double Majors

There are no Majors available in this Award.

3.1.4 Minors

There are no Minors available in this Award.

3.1.5 Specialisations

There are no Specialisations permitted in this Award.

3.1.6 Special Interest Courses

There are no Special Interest courses available in this Award.

3.2 Special Award Requirements

There are no special award requirements in this Award.

3.3 Practicum or Internship requirements

There are no Practicum or Internship requirements in this Award.

3.4 Approved course substitutions

Course substitutions, where permitted, must be approved by the Dean.

3.5 Alternative Pathways

An Alternative pathway is not available for this Award.

3.6 Volume of Learning

3.6.1 Standard Duration

(a) The standard duration for this Award is 0.5 years equivalent full-time study.

(a) A student is able to enroll in this Award on a part-time basis.

3.6.2 Accelerated Duration

An accelerated mode is not available for this Award.

3.6.3 Maximum Duration

The maximum period of time within which a student is permitted to complete the Graduate Certificate in Marketing Award is three years (including any periods of approved leave of absence) from the date on which they first enrolled in the program by the University.

3.7 Graduation

Where a student has satisfied all the requirements of the Graduate Certificate in Marketing Award as detailed in these Program Regulations and the General Regulations, the University may grant the student graduation status

3.8 Exit Awards

An Exit Award pathway is not available for this Award.

3.9 Honours

The Graduate Certificate in Marketing Award is not offered with Honours.

3.10 Advanced Standing and Recognition of Prior Learning

Advanced standing and/or recognition of prior learning may be available towards this Award in accordance with the College of Business policy.

END OF REGULATIONS



APPENDIX A:

	# Units of Credit	Totals
Compulsory Course		
BUSN5500 Marketing	25	25
Plus any three (3) of the following courses		
BUSN5150 e-Marketing OR		
BUSN5990 Social Media (Fremantle only)	25	
BUSN5410 Services Marketing	25	
BUSN5520 Consumer Behaviour	25	
BUSN5540 International Marketing	25	
BUSN5570 Strategic Marketing for Managers	25	75
Total Units of Credit		100