GRADUATE CERTIFICATE IN MARKETING (EXIT ONLY) (2818)

Approved Abbreviation: GradCertMkt
Western Sydney University Program Code: 2818
AQF Level: 8

Program Status:

This program applies to students who commenced in 2019 or later.

The Graduate Certificate in Marketing is an exit program only. Applicants apply to 2817 Master of Marketing and exit with the Graduate Certificate award on successful completion of 40 credit points.

Please refer to the program entry for 2817 Master of Marketing for details of the program structure.

Master of Marketing (http://handbook.westernsydney.edu.au/hbook/ course.aspx?course=2817.1)

Location

Campus	Attendance	Mode	Advice
Parramatta City Campus- Macquarie Street	Full Time	Internal	Dr Neeru Sharma (https:// directory.westernsydney.edu.au/ search/ profile/7574/)
Parramatta City Campus- Macquarie Street	Part Time	Internal	Dr Neeru Sharma (https:// directory.westernsydney.edu.au/ search/ profile/7574/)

Admission

This program is an exit award from 2817 Master of Marketing.

Program Structure

The Graduate Certificate in Marketing is an exit award only. Qualification for this award requires the successful completion of 40 credit points.

Students may elect to exit the Master of Marketing after the completion of:

Subject	Title	Credit Points
MKTG 7033	Customer Experience	10
MKTG 7034	Digital Marketing	10
MKTG 7019	Marketing Systems	10
Select one of the following:		10
BUSM 7007	Business Communication Skills	
ACCT 7015	Information for Decision Making	
BUSM 7099	Understanding Contemporary Organisations	
Total Credit Points		**40**