

COURSE DELIVERY PLAN 2027

Graduate Certificate in Marketing

COURSE CODE: BTKM

8WB1 Intake

CAMPUS	City Campus (CC)
COLLEGE	College of Arts, Business, Law, Education and IT
STUDY MODE	Part Time
DURATION	1 Year
FEE TYPE	For information on course fees, refer to http://vu.edu.au/fees
APPLICATION METHOD	Direct Application - https://gotovu.custhelp.com/app/landing
TIMETABLE	vu.edu.au/timetables
COURSE REQUIREMENTS	To attain the award of Graduate Certificate in Marketing, students will be required to complete 48 credit points consisting of: • 48 credit points of core units
FURTHER INFORMATION	Unit and course information is available from the University course search site at http://vu.edu.au/course-search or go to https://askvu.vu.edu.au or Phone VUHQ on 03 9919 6100
COURSE CHAIR	Ranjith Ihalanayake
COURSE ADVICE	AskCUA https://askvu.vu.edu.au/app/askcua

Note: Students are required to enrol in all units for semester 1 and 2, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

Core/Elective Core (a unit that must be completed) & Elective (you have some choice in what you select).

Prerequisites A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

Date of Publication: This information is current at the publication date: 2/10/2026. It is provided as information only and does not form part of a contract between any person and Victoria University.



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For further course information phone 1300 VICUNI/vu.edu.au
Victoria University CRICOS Provider No. 00124K (Melbourne), 02475D (Sydney and Brisbane)

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YEAR 1

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BHO5503	Marketing Communication	Core	8WB1	12	CC	
BHO6505	Marketing Management	Core	8WB2	12	CC	
BHO6001	Digital Marketing	Core	8WB2	12	CC	
BHO5574	Consumer Behaviour	Core	8WB3	12	CC	



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