STUDY ABROAD CERTIFICATE PROGRAM
VICTORIA UNIVERSITY, MELBOURNE AUSTRALIA

ABOUT THIS PROGRAM
Study our specialised Study Abroad Certificate program and you will learn about how to implement practical marketing solutions and gain an in-depth understanding of customer needs in the marketplace.

This program will also give you the opportunity to learn how to communicate the benefits of particular products and services to consumers so helping to stimulate economic activity and contribute to the bottom line of organizations.

STUDY IN MELBOURNE, AUSTRALIA
Melbourne is a vibrant multicultural city of over 4 million people with over 140 languages spoken.

We are is consistently voted as one of the world’s most liveable cities with an excellent public transport system, a wide range of cultural and sporting events all year round and only a short distance to some of our finest beaches, forests and mountain ranges.

PROGRAM STRUCTURE
To receive the Certificate, you must successfully complete four units of study (courses) in one semester.

Semester 1
- BHO2265 Integrated Marketing Communications
- BHO2434 Consumer Behavior
- BHO3373 International Marketing
- ACY2007 Client Relationship Management

Semester 2
- BHO2265 Integrated Marketing Communications
- BHO3435 Marketing Planning and Strategy
- BHO3439 Marketing Services and Experiences
- BHO2259 Product & Services Innovations

For further unit details visit www.vu.edu.au/units/search

CAREER OPPORTUNITIES
You will have the skills to find employment in promotions and public relations, customer relationship management, market research and analysis, fundraising and brand management.

ENTRY REQUIREMENTS
To be part of the Study Abroad Certificate program, students must have:
- completed one year of tertiary study
- fulfilled their home institution’s academic requirements for overseas study
- have a 2.5 Grade Point Average on a 4.0 scale
- provided documentation supporting their English language proficiency.

SEMESTER DATES
Semester 1: February to June
Semester 2: July to November

APPLICATION CLOSING DATES
Contact your International Programs office.

MORE INFORMATION
For more details about this program, contact the Victoria Abroad team by emailing educationabroad@vu.edu.au or your International Programs office.