

Handbook 2020

Coursecode

C1130

GRADUATE CERTIFICATE IN INTERNATIONAL MARKETING

Murdoch University

Correct as at: 31 March 2020 at 10:14pm

Correct as at: 31 March 2020 at 10:14pm

The information contained within this publication was correct as at the generated date shown above but is subject to amendment without notice. Enquiries concerning its contents should be addressed to:

University Secretary
Murdoch University
South Street
Murdoch
Western Australia 6150

Telephone: (08) 9360 6000

Facsimile: (08) 9360 6847

<http://www.murdoch.edu.au>

TEQSA Number PRV12163; CRICOS Provider Code: 00125J

Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

Alternative Formats

Handbook home page:

<http://handbook.murdoch.edu.au>

This publication can also be provided in alternative formats by contacting the Equity and Social Inclusion Office at Murdoch University

Telephone: (08) 9360 6084

Facsimile: (08) 9360 6502

equity@murdoch.edu.au

<http://goto.murdoch.edu.au/EquitySocialInclusion>

ISSN 0815-9068

Published by

University Secretary's Office

Murdoch University



© Murdoch University 2020

This Handbook, and its sections as individual works, is licensed under a Creative Commons Attribution Noncommercial No Derivative Works Australia 2.5 licence. You may download, reproduce, communicate, print and distribute copies of the Handbook (or any part of it) as long as it is for non-commercial purposes, you do not alter the content, and you attribute Murdoch University as the original author. For more information on this licence, see <http://creativecommons.org/licenses/by-nc-nd/2.5/au/>

Cancellation of Courses, Majors, Minors and Units

The University reserves the right to cancel, without notice, any course, major, minor or unit if the number of students enrolled falls below limits set by the University or in other unforeseen circumstances.

MARKETING

GRADUATE CERTIFICATE IN INTERNATIONAL MARKETING (GRADCERTIM)

Restriction: All graduate courses are subject to restriction.

Availability:

- Not currently available to new admissions
This course is not available to international students studying in Australia on a student visa; it is available to international students on other visas if visa conditions allow.

Course Codes: C1130

Duration: 2 semesters part-time

Main Research Areas:

Marketing, cross-cultural marketing and international strategies

Graduate Certificate in International Marketing (GradCertIM)

Admission Requirements (Onshore):

A recognised Bachelor's degree or satisfactory preparation for the course through previous study or professional experience.

Management

Employment Prospects:

This course is aimed at small and medium sized businesses in WA who need qualified people to run their international exporting and importing operations. It is also appropriate for people working in operational and technical jobs to upgrade their international marketing skills to gain promotion and job satisfaction. For example, graduates/employees in the food sector, retailing, mining, fashion, media, IT, distribution, communications, education, entertainment and transport will be able to up skill in international marketing to take advantage of the job opportunities in SE Asia.

Success in a globalised business world depends largely on the ability of organisations to provide the most competitive products and services to satisfy international market needs and outperform competition. The overall goal is to teach students how to develop effective marketing strategies based on the resources available and the market needs in a global competitive environment, to achieve sustainable outcomes for all stakeholders. The course provides conceptual knowledge and practical skills for current and future international marketing managers.

Course Structure - 12 credit points

Core Units - 12 credit points

MBS573 International Marketing Management - 3 points

MBS574 Strategic Research in International Markets - 3 points

MBS575 Cross-Cultural Consumer Behaviour - 3 points

MBS576 Global Media Communication - 3 points

PREREQUISITES

Cross-Cultural Consumer Behaviour (MBS575)

Nil.

Global Media Communication (MBS576)

Nil.

International Marketing Management (MBS573)

Nil.

Strategic Research in International Markets (MBS574)

Nil.