

# COURSE DELIVERY PLAN 2026

## Graduate Certificate in Marketing

**COURSE CODE: BTKM**

**Commencing 8WB1 2026 Part Time**

|                            |                                                                                                                                                                                                                                                                     |
|----------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>CAMPUS</b>              | City Campus (CC)                                                                                                                                                                                                                                                    |
| <b>COLLEGE</b>             | College of Arts, Business, Law, Education and IT                                                                                                                                                                                                                    |
| <b>STUDY MODE</b>          | Full Time or Part Time                                                                                                                                                                                                                                              |
| <b>DURATION</b>            | 0.5 years Full Time or Part Time equivalent                                                                                                                                                                                                                         |
| <b>FEE TYPE</b>            | For information on course fees, refer to <a href="http://vu.edu.au/fees">http://vu.edu.au/fees</a>                                                                                                                                                                  |
| <b>APPLICATION METHOD</b>  | Direct Application - <a href="https://gotovu.custhelp.com/app/landing">https://gotovu.custhelp.com/app/landing</a>                                                                                                                                                  |
| <b>TIMETABLE</b>           | <a href="http://vu.edu.au/timetables">vu.edu.au/timetables</a>                                                                                                                                                                                                      |
| <b>COURSE REQUIREMENTS</b> | To attain the award of Graduate Certificate in Marketing, students will be required to complete 48 credit points consisting of: <ul style="list-style-type: none"><li>• 48 credit points of core units</li></ul>                                                    |
| <b>FURTHER INFORMATION</b> | Unit and course information is available from the University course search site at <a href="http://vu.edu.au/course-search">http://vu.edu.au/course-search</a> or go to <a href="https://askvu.vu.edu.au">https://askvu.vu.edu.au</a> or Phone VUHQ on 03 9919 6100 |
| <b>COURSE CHAIR</b>        | Ranjith Ihalanayake                                                                                                                                                                                                                                                 |
| <b>COURSE ADVICE</b>       | AskVU <a href="https://askvu.vu.edu.au/app/askcua">https://askvu.vu.edu.au/app/askcua</a>                                                                                                                                                                           |

**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: 16/09/2025. It is provided as information only and does not form part of a contract between any person and Victoria University.



**VICTORIA UNIVERSITY**

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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# COURSE DELIVERY PLAN 2026

## YEAR 1

| UNIT CODE           | UNIT TITLE              | UNIT TYPE | SEM  | CREDIT POINTS | CAMPUS | PRE-REQUISITES |
|---------------------|-------------------------|-----------|------|---------------|--------|----------------|
| <b>Semester One</b> |                         |           |      |               |        |                |
| BHO5503             | Marketing Communication | Core      | 8WB1 | 12            | CC     |                |
| BHO6505             | Marketing Management    | Core      | 8WB2 | 12            | CC     |                |
| <b>Semester Two</b> |                         |           |      |               |        |                |
| BHO5574             | Consumer Behaviour      | Core      | 8WB3 | 12            | CC     |                |
| BHO6001             | Digital Marketing       | Core      | 8WB4 | 12            | CC     |                |



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