

GCMK
Graduate Certificate in Marketing
Study Planner – Mid Year Commencing

Year 1 Study Period 3 Oct. to Dec.	BUSN9155 Digital Marketing and Analytics	BUSN9243 International Marketing and Export Management
Year 2 Study Period 1 Feb. to May	Option	Option

Option List	BUSN9017 Marketing Strategy and Decision Making	BUSN9148 Marketing in a Digital Age	BUSN9264 Consumer Behaviour
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Please note:

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official Course rule:
 - [GCMK – Course rule](#)
- Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
- General enrolment assistance is available via [Ask Flinders](#)