AK1046 Postgraduate Diploma in Marketing

Graduate Profile for the Postgraduate Diploma in Marketing

A graduate of the Postgraduate Diploma in Marketing will be able to:

a. Demonstrate advanced knowledge of professional practices in marketing. (Knowledge/Understanding)

b. Use reflection at an advanced level to deepen knowledge of self, others and relevant professional practice. (Personal/Intellectual Autonomy)

c. Consider at an advanced level the relevant social, ethical, environmental and sustainability dimensions of decisions in business contexts. (Ethical/Professional Dispositions)

d. Use advanced conceptual and critical thinking, analysis, reasoning, integration and judgement. (Inquiry/Research/Creativity)

e. Apply contemporary theory to current marketing issues. (Skills/Application)

f. Communicate effectively. (Communication).