

AQF LEVEL	AQF LEVEL 8 CRITERIA – GRADUATE CERTIFICATE		PROGRAM LEARNING OUTCOMES
<b>PURPOSE</b>	The Graduate Certificate qualifies individuals who apply a body of knowledge in a range of contexts to undertake professional/highly skilled work and as a pathway for further learning.		
<b>KNOWLEDGE</b>	Graduates of a Graduate Certificate will have specialised knowledge within a systematic and coherent body of knowledge that may include the acquisition and application of knowledge and skills in a new or existing discipline or professional area	Graduates of the Graduate Certificate in Marketing will have: <ul style="list-style-type: none"> <li>• specialized knowledge of theory and concepts that underpin the marketing discipline</li> <li>• specialized knowledge within the marketing discipline, its related fields and contemporary marketing industry.</li> </ul>	
<b>SKILLS</b>	Graduates of a Graduate Certificate will have: <ul style="list-style-type: none"> <li>• cognitive skills to review, analyse, consolidate and synthesise knowledge and identify and provide solutions to complex problems</li> <li>• cognitive skills to think critically and to generate and evaluate complex ideas</li> <li>• specialised technical and creative skills in a field of highly skilled and/or professional practice</li> <li>• communication skills to demonstrate an understanding of theoretical concepts</li> <li>• communication skills to transfer complex knowledge and ideas to a variety of audiences</li> </ul>	Graduates of the Graduate Certificate in Marketing will have: <ul style="list-style-type: none"> <li>• cognitive, technical and creative skills to investigate, analyze and synthesise complex ideas in diverse marketing contexts</li> <li>• cognitive skills to think critically about complex marketing problems in diverse contexts and effectively research, generate and evaluate creative solutions</li> <li>• communication skills to transfer marketing knowledge and related theoretical concepts and ideas to a range of audiences in different contexts.</li> </ul>	

**APPLICATION OF  
KNOWLEDGE &  
SKILLS**

Graduates of a Graduate Certificate will demonstrate the application of knowledge and skills:

- to make high level, independent judgements in a range of technical or management functions in varied specialised contexts
- to initiate, plan, implement and evaluate broad functions within varied specialised technical and/or creative contexts
- with responsibility and accountability for personal outputs and all aspects of the work or function of others within broad parameters

Graduates of the Graduate Certificate in Marketing will demonstrate the application of knowledge and skills:

- to make high level, independent marketing judgements
- initiate, plan, implement and evaluate marketing concepts and theories
- with responsibility and accountability for personal outputs.