

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)*.