



SYDNEY  
BUSINESS  
SCHOOL

UNIVERSITY  
OF WOLLONGONG

# Graduate Certificate in Digital Marketing & Data Analytics

Study sequence for new students commencing in Trimester 2 - 2024

## UOW ONLINE WOLLONGONG – PART TIME

Session	Code	Subject
Trimester 2 – 2024	MARK901	Digital Marketing
Trimester 3 – 2024	MARK977	Research for Marketing Decisions
Trimester 1 – 2025	MARK902	Big Data & Marketing Analytics
Trimester 2 – 2025	MARK804	Principles of Marketing Management

### Please note:

- You must follow the study sequence to be sure that you are able to complete all subjects in your course on time.
- Subject offerings may change prior to the commencement of session; students are advised to check the latest information available on the Subject Database.
- If you have any general enquiries about understanding your study sequence, you may contact BAL Central at +61 2 9266 1300.
- If you have any questions about your study sequence, you can contact your Directors of Academic Programs. The Directors of Academic Programs list can be found here:  
<https://www.sydneybusinessschool.edu.au/student/student-resources/directors-of-academic-programs/>