APPLICANT NAME______________________________________________________

COURSES FOR WHICH YOU ARE SEEKING CREDIT

☐ GSBS6001 MANAGING UNDER UNCERTAINTY
☐ GSBS6002 FOUNDATIONS OF BUSINESS ANALYSIS
☐ GSBS6005 MARKETING MANAGEMENT AND PLANNING
☐ GSBS6013 CONSUMER DECISION MAKING AND BEHAVIOUR

SUPPORTING DOCUMENTATION ATTACHED TO THIS APPLICATION

☐ A detailed professional resume outlining your professional experience as it relates to the Marketing Discipline.
☐ Signed statement of service confirming a minimum of one-year experience in a suitable professional position. This experience must be in addition to the minimum experience required for admission to the Master of Marketing
☐ Statement outlining how your professional experience demonstrates that you have met the required learning outcomes.
☐ Position descriptions, official reference letters, and or performance reviews confirming your position and responsibilities.
☐ Additional supporting documentation relating to the specific outcomes of each course for which you are seeking credit.

Details:

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### SUMMARY OF LEARNING OUTCOMES AND EXAMPLE EVIDENCE

<table>
<thead>
<tr>
<th>COURSE</th>
<th>Learning Outcomes</th>
<th>Examples of evidence of attainment of Learning Outcomes through Professional Experience</th>
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</table>
| GSBS6001 Managing Under Uncertainty | • Explain how human behavioural and social factors influence decision-making in organisations.  
• Use relevant sources to construct and support a written academic argument.  
• Critically evaluate the limitations of rational decision-making process models applied in organisations.  
• Demonstrate ability to reflect on own decision-making in an organisational setting, as well as the decision-making of others. | Evidence of one or more years (ABOVE the minimum admission requirements) in a supervisory, management or professional position; based on which the applicant is able to provide evidence of:  
• Use organisational examples, explain how factors such as the personality, perceptions, attitudes, beliefs and values of individuals or groups have influenced decision-making processes or outcomes;  
• Use of variety of sources to inform decision-making at work and/or in organisations e.g. data/evidence of various kinds; expert government, industry or company reports; and/or academic sources;  
• Actions to improve own decision-making skills or skills of others in an organisation (e.g. courses taken, response to performance appraisal/360 degree feedback); |
### GSBS6002 Foundations of Business Analysis

- Communicate the importance of evidence-based decision-making in a business or organisational setting.
- Demonstrate an ability to identify important issues or problems within a business or organisation, and design an appropriate research project to investigate.
- Develop skills in collecting and analysing data, using a range of techniques.
- Explain how the outcomes of research can be used to solve complex business or organisational problems.
- Demonstrate ability to effectively communicate research findings in writing.

### Evidence of one or more years (ABOVE the minimum admission requirements) in a supervisory, management or professional position; based on which the applicant is able to provide evidence of:

- Participation in the collection and analysis of new (primary) data, from managers, employees, customers or other stakeholders;
- Design, delivery, and/or evaluation of a project requiring establishment of objectives, collection of evidence from a variety of sources, evaluation of evidence, drafting proposals for action/making recommendations;
- Responsibility for a significant analytical task or process requiring collection, analysis and reporting on evidence e.g. a business case, a report on an employee or customer survey.
### GSBS6005 Marketing Management and Planning

- Demonstrate a comprehensive understanding of the role of marketing within the organisation.
- Apply marketing principles to analyse problems and propose solutions.
- Identify and explain the elements of a marketing plan.
- Discuss strategic and marketing planning, and apply a strategic framework to marketing issues and decisions.
- Effectively communicate marketing knowledge in a written context.
- Work collaboratively to challenge and develop ideas.

### One or more years in a marketing management position (i.e. Marketing team leader, Marketing Manager, Marketing Communications Manager, Brand Manager, etc.), based on which the applicant is able to provide evidence of:

- Significant responsibility for design, delivery, evaluation and improvement of a major initiative in a marketing-related area e.g. market planning, marketing communications, marketing intelligence, demand generation, advertising, digital marketing, sales/account management
- Evidence-based development and implementation of a marketing-related initiative e.g. Marketing plans, campaign/promotional plans, use of digital and social media
- Professional membership of the Australian Marketing Institute (i.e. AMI) (but only where it is based on 4+ years of marketing relevant experience); and duration of membership; evidence of membership of equivalent overseas organisations e.g. American Marketing Association (USA), Chartered Institute of Marketing (UK) is also relevant.

Applicants may also provide a detailed job description, performance review/s and/or letters of reference that describe how the learning outcomes have been met.
<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Learning Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>GBS6013</td>
<td>Consumer Decision Making</td>
<td>- Interpret customer behaviour (consumer and buyer) in a variety of consumption contexts.</td>
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<tr>
<td></td>
<td>and Behaviour</td>
<td>- Recognise the influence of cultural, social and psychological factors that shape the consumer decision-making process.</td>
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<td>- Identify various mechanisms for segmenting consumer and business markets.</td>
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<td>- Employ consumer behaviour theory in strategic and tactical marketing management decision-making.</td>
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<td>- Demonstrate skills in written communication as well as critical and analytical thinking.</td>
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<td>- Comprehend and interrelate the social, psychological and cultural factors that impact groups and experience working in a team environment.</td>
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<tr>
<th>Evidence of one or more years in a supervisory or management position (i.e. team leader or above) with responsibility for managing/directing the activities of two or more people and/or with significant responsibility for managing contractors or consultants</th>
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<tbody>
<tr>
<td>- Designing, delivering, evaluating and improving a major marketing strategy and planning initiative involving understanding the behaviour of consumer’s e.g. undertake primary or secondary research to understand consumption behaviours in order identify market segments for targeting</td>
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<tr>
<td>- Development and implementation of a strategy to address a major challenge or problem at work related to consumer behaviour and/or the management of customers in a business-to-consumer and/or business to business-to-business market context.</td>
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Applicants may also provide a detailed job description, performance review/s and/or letters of reference that describe how the learning outcomes have been met.
HOW TO APPLY

A copy of this application form, and all supporting documentation, should be submitted with your application for admission to the Master of Marketing.

OPTION 1 – For students applying directly online at www.gradschool.edu.au/apply
- RPL application and supporting documentation can be uploaded with your online admission application.
- Please contact postgrad_admissions@newcastle.edu.au for further information.

OPTION 2 – International students wishing to study on campus at the University of Newcastle.
- RPL application and supporting documentation should be emailed with your application for admission to ia@newcastle.edu.au

* STATEMENT OF SERVICE

All statements of service must be signed by your employer and must:

- Be on the employer's official stationery / letterhead;
- State the position/job title;
- Detail the period of employment served, including start and end dates (or to current);
- Detail the regular hours worked per week (e.g. 40 hours per week), and confirm whether the position is/was held as full-time or part-time, casual/contract.
- Please note only signed, stamped and dated work reference letters which are printed on the company's letterhead and include contact details of the referee(s) will be accepted.

ALL SUPPORTING DOCUMENTATION MUST BE IN ENGLISH