

## FACULTY OF THE PROFESSIONS GRADUATE ATTRIBUTES 2007

### *Master of Commerce (Marketing)*

#### Knowledge

- 1) An appreciation of basic principles and tools necessary to pursue further studies in the broad field of commerce
- 2) An in-depth understanding of the methods of techniques applied in marketing
- 3) An understanding of the underlying theories and concept that inform alternative perspectives adopted in approaching issues and problems in marketing
- 4) An understanding of the features of professional and regulatory frameworks and institutions relevant to commerce
- 5) An understanding of the trends toward international convergence and divergence between different marketing systems
- 6) An understanding of the political, economic, social and cultural contexts determining different marketing systems
- 7) An understanding of diverse categories of norms and standards in national and international marketing systems and their means of implementation

#### Skills

- 1) High level critical thinking and problem solving skills
- 2) Ability to evaluate and synthesise information and existing knowledge from a number of sources and experiences
- 3) Ability to appreciate the changing knowledge base of the marketing profession and to respond to the demand for change
- 4) Capacity to engage with current issues of significance in commerce and government
- 5) Ability to integrate accounting, finance, marketing and management skills so as to find progressive solutions for challenges of today's businesses and societies
- 6) Capacity to apply marketing theory to respond to demands of the respective practice
- 7) Ability to recognize the limits of the professional discipline and a capacity to identify, develop and apply alternative methods to coincide diverging interests
- 8) Capacity to design and construct a logically compelling management report
- 9) Capacity to participate in teamwork
- 10) High level oral communication skills
- 11) High level written communication skills
- 12) The capacity to engage in life-long learning

#### Attitudes and Values

- 1) A commitment to high levels of academic scholarship
- 2) A commitment to business ethics and an appreciation of social justice through organisations that pursue good governance and conform to legal and professional standards and societies norms
- 3) An appreciation of cultural diversity and sensitivity to the operation of commerce in this context