

Program structure and sequence plans



BN-13147 Master of Marketing					
Version		1		<div style="border: 2px dashed blue; padding: 5px; display: inline-block;"> Link to Program Overview </div> Jan Intake	
Cricos		113566M			
January	2024 Semester 1	MKTG71-100 Marketing Fundamentals	MKTG71-205 Consumer and Buyer Behaviour	General Elective PG Choose any PG subject provided requirements are met.	
May	2024 Semester 2	MKTG71-302 Promotional Design and Planning	MKTG71-303 Market Research	General Elective PG Choose any PG subject provided requirements are met.	
September	2024 Semester 3	MKTG71-315 Marketing Analytics	MKTG71-320 Strategic Marketing	Statistics Option PG Choose a subject from the Statistics option	
Subject Catalogue Major Catalogue Program Catalogue					
January	2025 Semester 1	MKTG71-312 Internet Marketing	General Elective PG Choose any PG subject provided requirements are met.	General Elective PG Choose any PG subject provided requirements are met.	
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Version		1		Sep Intake	
September	2024 Semester 1	MKTG71-100 Marketing Fundamentals	Statistics Option PG Choose a subject from the Statistics option	General Elective PG Choose any PG subject provided requirements are met.	
January	2025 Semester 2	MKTG71-205 Consumer and Buyer Behaviour	MKTG71-302 Promotional Design and Planning	General Elective PG Choose any PG subject provided requirements are met.	
May	2025 Semester 3	MKTG71-303 Market Research	MKTG71-312 Internet Marketing	General Elective PG Choose any PG subject provided requirements are met.	
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September	2025 Semester 1	MKTG71-315 Marketing Analytics	MKTG71-320 Strategic Marketing	General Elective PG Choose any PG subject provided requirements are met.	

PROGRAM INFORMATION

The Master of Marketing provides a specialised coursework program designed for marketing professionals looking to enhance their current skills or for those seeking a career change to this exciting, fast-paced field. The core curriculum provides an integrated, systematic understanding of market-driven business strategies and decision-making including market research, consumer behaviour, product and brand management, promotional design, internet and social media marketing and marketing analytics. Throughout each subject in the program, students will learn to apply the latest evidence-based theories and ideas to contemporary, real-world marketing challenges through case studies, projects, guest lectures and work integrated learning. Essential management skills of leadership, collaboration, critical thinking, creative problem-solving and communication are refined through individual and team projects that take on real marketing challenges facing today's organisations.

SUBJECT INFORMATION

ASSUMED KNOWLEDGE

Assumed knowledge is the minimum level of knowledge of a subject area that students are assumed to have acquired through previous study. It is the responsibility of students to ensure they meet the assumed knowledge expectations of a specified subject. Students who do not possess this prior knowledge are strongly recommended against enrolling and do so at their own risk. No concessions will be made for students' lack of prior knowledge. Please check for all requirements on your subject outline prior to enrolment.

OPPORTUNITIES

Students may have the opportunity to participate in an international study tour experience or internship as a general elective. Those interested should consult an Enrolment Officer in Student Assist for guidance and to check eligibility requirements (e.g., GPA, language proficiency, prerequisites).

BN-13147		Master of Marketing		Cricos Code	113566M
Version	1	Link to Subject Overview			
Available	Code	Title	Assumed Knowledge	Requisite	
J/M/S	Required subjects 70	Students must complete the following seventy credit points (70CP) of subjects.			
J/S	MKTG71-100	Marketing Fundamentals			
J/M	MKTG71-205	Consumer and Buyer Behaviour	MKTG71-100		
J/M	MKTG71-302	Promotional Design and Planning	MKTG71-100		
M/S	MKTG71-303	Market Research	MKTG71-100		
J/M	MKTG71-312	Internet Marketing	MKTG71-100		
M/S	MKTG71-315	Marketing Analytics	MKTG71-100 MKTG71-303		
M/S	MKTG71-320	Strategic Marketing	MKTG71-100 MKTG71-303		
J/M/S	Statistics Option	Students must choose ten credit points (10CP) of the Statistic subjects option			
J/S	STAT71-111	Business Statistics			
J/M/S	STAT71-112	Quantitative Methods			
J/M/S	General Elective PG 4	Choose forty credit points (40CP) of PG subjects from across the University, provided requirements are met.			
J/M/S	Optional Specialisation	Students are encouraged to tailor their study with an optional Specialisation. This will replace 40CP of elective subjects.			