

Program structure and sequence plans

BN-13148 Master of Marketing (Professional)					
Version		1		Link to Program Overview Jan Intake	
Cricos		113567K			
January	2026 Semester 1	MKTG71-100 Marketing Fundamentals	MKTG71-205 Consumer Experiences and Behaviours	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	
May	2026 Semester 2	MKTG71-302 Integrated Marketing Communications	MKTG71-303 Market Research	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	
September	2026 Semester 3	MKTG71-315 Marketing Analytics	MKTG71-320 Strategic Marketing	Statistics Option PG Students must choose ten credit points (10CP) of the Statistic subjects option	
Subject Catalogue Major Catalogue Program Catalogue					
January	2027 Semester 1	MKTG71-312 Digital Marketing for Customer Engagement	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	
May	2027 Semester 2	Professional Option Student must choose BUSN71-701 or BUSN71-705			
BN-13148 Master of Marketing (Professional)					
Version		1		Sep Intake	
September	2026 Semester 1	MKTG71-100 Marketing Fundamentals	Statistics Option PG Students must choose ten credit points (10CP) of the Statistic subjects option	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	
January	2027 Semester 2	MKTG71-205 Consumer Experiences and Behaviours	MKTG71-302 Integrated Marketing Communications	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	
May	2027 Semester 3	MKTG71-303 Market Research	MKTG71-312 Digital Marketing for Customer Engagement	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	
Subject Catalogue Major Catalogue Program Catalogue					
September	2027 Semester 1	MKTG71-315 Marketing Analytics	MKTG71-320 Strategic Marketing	General Elective PG Choose any PG subject on offer across the University provided faculty requirements are met.	
January	2028 Semester 2	Professional Option Student must choose BUSN71-701 or BUSN71-705			

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PROGRAM INFORMATION

The Master of Marketing (professional) 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-13148 Master of Marketing (Professional)			Cricos Code	113567K
Version	1		Link to Subject Overview	
Available	Code	Title		
			Assumed Knowledge	Requisite
	Required subjects 70			
J/S	MKTG71-100	Marketing Fundamentals		
J/M	MKTG71-205	Consumer Experiences and Behaviours	MKTG71-100	
J/M	MKTG71-302	Integrated Marketing Communications	MKTG71-100	
M/S	MKTG71-303	Market Research	MKTG71-100 MKTG71-600	
J/M	MKTG71-312	Digital Marketing for Customer Engagement	MKTG71-100 MKTG71-600	
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	Professional Option	Student must choose BUSN71-701 or BUSN71-705		
J/M/S	BUSN71-701	Professional Portfolio		
J/M/S	BUSN71-705	Professional Development		
J/M/S	General Elective PG 4	Students must choose forty credit points (40CP) of postgraduate subjects from across the University, provided		
J/M/S	Optional Specialisation	Students are encouraged to tailor their study with an optional Specialisation. This will replace 40CP of elective subjects.		