

Program structure and sequence plans

BN-13147						Master of Marketing					
Version		1		Link to Program Overview				Jan Intake			
Cricos		113566M									
January	Semester 1	2025	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	Semester 2	2025	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	Semester 3	2025	MKTG71-315 Marketing Analytics	MKTG71-320 Strategic Marketing	Statistics Option PG Students must choose ten credit points (10CP) of the Statisc subjects option						
Subject Catalogue						Major Catalogue		Program Catalogue			
January	Semester 1	2026	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.						
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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

Version1

AvailableCodeTitle

Cricos Code113566M

Link to Subject Overview

Assumed KnowledgeRequisite

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 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

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.