

Program structure and sequence plan

BN-13147 Master of Marketing			
January Intake			
Semester 1	January 2027	Assumed Knowledge	Requisites
MKTG71-100	Marketing Fundamentals		
MKTG71-205	Consumer Experiences and Behaviours	MKTG71-100	
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 2	May 2027	Assumed Knowledge	Requisites
MKTG71-302	Integrated Marketing Communications	MKTG71-100	
MKTG71-303	Market Research	MKTG71-100 MKTG71-600	
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 3	September 2027	Assumed Knowledge	Requisites
MKTG71-315	Marketing Analytics	MKTG71-100 MKTG71-303	
MKTG71-320	Strategic Marketing	MKTG71-100 MKTG71-303	
Statistics Option PG	Students must choose ten credit points (10CP) of the Statisc subjects option		
Semester 1	January 2028	Assumed Knowledge	Requisites
MKTG71-312	Digital Marketing for Customer Engagement	MKTG71-100 MKTG71-600	
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		
BN-13147 Master of Marketing			
September Intake			
Semester 1	September 2027	Assumed Knowledge	Requisites
MKTG71-100	Marketing Fundamentals		
Statistics Option PG	Students must choose ten credit points (10CP) of the Statisc subjects option		
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 2	January 2028	Assumed Knowledge	Requisites
MKTG71-205	Consumer Experiences and Behaviours	MKTG71-100	
MKTG71-302	Integrated Marketing Communications	MKTG71-100	
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 3	May 2028	Assumed Knowledge	Requisites
MKTG71-303	Market Research	MKTG71-100 MKTG71-600	
MKTG71-312	Digital Marketing for Customer Engagement	MKTG71-100 MKTG71-600	
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		
Semester 1	September 2028	Assumed Knowledge	Requisites
MKTG71-315	Marketing Analytics	MKTG71-100 MKTG71-303	
MKTG71-320	Strategic Marketing	MKTG71-100 MKTG71-303	
General Elective PG	Choose any UG subject on offer provided faculty requirements are met.		

The Master of Marketing program comprises 70 credit points of Required Subjects, 10 credit points of a Statistics Option (Business Statistics or Quantitative Methods), and 40 credit points of Postgraduate General Electives, totalling 120 credit points across four semesters. Students develop advanced expertise in consumer behaviour, integrated marketing communications, market research, digital marketing, marketing analytics, and strategic marketing, while tailoring their studies through elective subjects or an optional specialisation.