

Program structure and sequence plan

BN-13148 Master of Marketing (Professional)			
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.		
Semester 2	May 2028	Assumed Knowledge	Requisites
Professional Option	Student must choose BUSN71-701 or BUSN71-705		
BN-13148 Master of Marketing (Professional)			
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.		
Semester 2	January 2029	Assumed Knowledge	Requisites
Professional Option	Student must choose BUSN71-701 or BUSN71-705		

Available J S	Program Overview	#N/A	#N/A
The Master of Marketing (Professional) program comprises 70 credit points of Required Subjects, 10 credit points of a Statistics Option (Business Statistics or Quantitative Methods), a 45 credit point Professional Option (Professional Portfolio or Professional Development), and 40 credit points of Postgraduate General Electives, totalling 165 credit points across five semesters. The program develops advanced expertise in consumer behaviour, integrated marketing communications, market research, digital marketing, marketing analytics, and strategic marketing, while providing substantial professional experience through an integrated professional development component and opportunities for elective study or specialisation.			
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).			
Additional Notes *Please note that the Professional Portfolio or Professional Development subject is a 20-week, 45-credit point subject and is taken in the last semester of the program once all other coursework subjects have been completed. The Career Development Centre will provide assistance in choosing the relevant professional subject prior to your last semester.			