

Master of Marketing

Overview

Subjects, careers and fees

Course experience

See what it's like to study at UTS

How to apply

Requirements and selection criteria

The innovative Master of Marketing program at UTS embraces the dynamic marketing landscape shaped by creativity, technology, and sustainable marketing practices for social good. Leveraging the research expertise of our Marketing faculty, the program provides students with contemporary knowledge to analyse markets and formulate strategies that connect with industry and best practice.

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LOCATION

City campus

COURSE DURATION

1.5 years full time or
3 years part time

COURSE FEES

[Domestic Students \(FT\)](#)
[International Students \(FT\)](#)

COURSE CODES

UTS

C04382
version 3

CRICOS

098047G (Aut, Spring 1.5 year), 099413E (Summer, 1.2 years)

* Email address

Phone Number

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course aims

The course is aligned with research-inspired, practice-oriented education. It is designed to equip students with skills that foster their lifelong learning and inquiry in their personal development and professional practice in marketing.



Typical study program

Typical full-time and part-time programs are provided below, showing suggested study sequences for students commencing the course in Autumn session.

Please make a selection:

full time

First year

AUTUMN SESSION	SUBJECT CODE	CREDIT POINTS ?
Marketing Management	24734	6
Customer Experience and Behaviour	24710	6
Data-Driven Insights	24761	6
Marketing Communications	24736	6
SPRING SESSION	SUBJECT CODE	CREDIT POINTS ?
Marketing for Social Good	24762	6
Brand Management	24752	6

SPRING SESSION	SUBJECT CODE	CREDIT POINTS	?
Select 12 credit points of options:		12	

second year

AUTUMN SESSION	SUBJECT CODE	CREDIT POINTS	?
Business Project: Marketing (Capstone)	24790	6	
Marketing Strategy and Leadership	24730	6	
Select 12 credit points of options:		12	

Course fees

For relevant fee information, please choose from the following:

local student

international student

Careers

Career options include senior management-level positions in government or industry including start-ups and not-for-profit organisations. Roles may include marketing planning, sales, brand management, product marketing, digital marketing, market research and marketing analytics.

Course structure

Course structure explained

The course totals 72 credit points and consists of a combination of eight core subjects (48 credit points) and four electives (24 credit points).

Course completion requirements

REQUIREMENT	CREDIT POINTS
STM91846 Core Subjects (MMarketing)	48
CBK92287 Electives (MMarketing)	24
Total	72

Additional information

course duration

admission requirements

recognition of prior learning

articulation with UTS courses

scholarships and prizes

UTS: Handbook

Information for international students

Find out about support services, the Australian education system, accommodation and more to help you [get the most out of your study at UTS](#).

Part of [UTS Business School](#)

Acknowledgement of Country

UTS acknowledges the Gadigal people of the Eora Nation, the Boorooberongal people of the Dharug Nation, the Bidiagal people and the Gamaygal people, upon whose ancestral lands our university stands. We would also like to pay respect to the Elders both past and present, acknowledging them as the traditional custodians of knowledge for these lands.

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