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# Postgraduate study in Marketing

## What can you study in Marketing?

You can complete a **Bachelor of Commerce (Honours) in Marketing** or a **Master of Commerce in Marketing**, with a customised dissertation specialising in an area such as:

Marketing management

Branding

Digital marketing



Advertising and communications management  
Marketing research  
Service management  
Value co-creation  
Customer engagement  
Sustainable marketing  
Collaborative consumption  
Tourism

A dissertation is an advanced research project involving one-on-one mentoring by a dedicated academic staff member. This individualised experience will extend your analytical capabilities, enable you to stand out when job hunting and future-proof your career.

Marketing is also offered as a specialisation within the **Master of Business Analytics**. Specialisation courses within the programme include:

Customer and Market Insights  
Digital Marketing and Analytics  
Advanced Project Management  
Consultancy Practice  
Marketing Analytics Industry Project

## Courses

Explore the postgraduate courses you can take in Marketing:

[Postgraduate Marketing courses](#)



# Where can postgraduate study in Marketing take you?

Graduates who have specialised in Marketing typically enjoy a wide range of employment opportunities. Most take up first positions in marketing departments, retailing, sales and general management. Others may be employed in marketing research or advertising. Having a postgraduate qualification in marketing serves as an important differentiator for students.

Possible roles include:

- Assistant brand manager/product manager
- Assistant marketing manager
- Advertising executive
- Product/service developer
- Social media manager
- Public relations executive
- Market researcher
- Marketing consultant
- Sales representative

## Further study options

[Doctor of Philosophy](#)

## Scholarships and awards

Each year we award scholarships and prizes to thousands of students.



Find out about the scholarships you may be eligible for, search available scholarships or begin an application by visiting [Scholarships and awards](#).

## Help and advice

For general student enquiries, please contact your nearest [Student Hubs](#).

To contact a postgraduate adviser or the subject convenor, visit [Key contacts](#).

### Postgraduate programmes

Bachelor of Commerce (Honours)

Master of Commerce

Master of Business Analytics

### Related subjects

Communication

Information Systems

Management



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