

POSTGRADUATE

Master of Marketing

Gain the knowledge, experience, and skills to become a dynamic marketing leader in an ever-changing world.

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COURSE DETAILS

CAREERS & FURTHER
STUDY

FEES &
SCHOLARSHIPS

ADMISSION
REQUIREMENTS

HOW TO APPLY

CONTACT US

Course details

Marketing plays a central role in understanding the needs of different groups of people in different places across the globe. Equally practical and theoretical, our marketing teachers are researchers who help you understand the role of marketing, through curiosity, creativity and evidence

[Top FAQs](#)

and innovation. Our Master's covers the cutting edge topics you need to work as a marketing manager, from digital to analytics. The Master of Marketing is suitable for both professionals working in the marketing field and related areas, as well as those wishing to move into the field.

About the course

Marketing focuses on making and keeping customers by finding, communicating and sustaining the competitive advantage that makes a company truly successful. Topics covered in Marketing include advertising, company strategy, competitive analysis, and value creation.

[View full details](#)

MASTER OF MARKETING

Quick details

STATUS

Available

LOCATIONS

Perth (Crawley campus)

ATTENDANCE

Full-time

Part-time

DELIVERY

On-campus

STARTING DATES

Semester 1,
Semester 2

WEEKLY CONTACT TIME

The estimated time commitment is 12 hours per unit which includes contact hours, personal study and examinations.

LEVEL OF STUDY

Postgraduate

COURSE CODE

41690

CRICOS CODE

083273K

[View full details](#)

POSTGRADUATE

Why study this course?

You'll develop a strategic understanding of marketing's role in firms and society.

You'll engage with a diverse School of experts working on cutting-edge marketing problems.

You'll build networks with industry collaborators and classmates from around the world.

Course structure

Postgraduate coursework degrees and combined (coursework and research) degrees comprise a number of units. Refer to the course structure for more information.

[Course structure details](#)

GRADUATE STORY

Tonje Holm



Bachelor of Commerce and Master of Marketing graduate, Tonje Holm has given new meaning to taking her career global. Initially from Norway, she studied in Perth, took internships in New York and Dubai, built a thriving career in London and is now living in Africa.

[View full details](#)

MASTER OF MARKETING

Hands-on experience

We work closely with industry to allow you to apply what you learn in the classroom to real organisations, in Perth and internationally.

We do this through:

Graduate – Nicholas Anile

[Find out more](#)

MASTER OF MARKETING

You'll learn to

Apply essential communication skills across various media.

Use analytical skills to interpret trends and marketing effectiveness.

Learn how to approach emerging business problems creatively.

STUDY YOUR WAY

Flexibility

We understand that life is busy. That's why our postgraduate courses are designed so you can balance your work and studies. Our flexible postgraduate experience includes the opportunity to study part time, a range of units that are taught after hours, and the option to learn via intensive units. Ask our Student Central team for advice on choosing the right postgraduate route for you. Find out more here (<https://www.uwa.edu.au/study/courses-and-careers/postgraduate>).

Real-life projects, such as running a social media marketing campaign for an organisation

Work-integrated learning, for credit

Internship opportunities, marketing for a range of organisations, sometimes even UWA!

Masterclasses, in conjunction with our industry partners on the key marketing skills today

Guest speakers from leading marketing organisations and agencies

MARKETING

**Find out more about studying
marketing at UWA**