

Master of Marketing

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Course summary

The Master of Marketing involves an exploration of the motives of consumers during the purchase of products and services. You will learn how to use this market research to make more effective marketing decisions.

Leading Marketing academics will teach you to examine who the customer is to develop a competitive advantage by effectively positioning products/services in the market. You will study how to utilise promotional tools an organisation may use to create this competitive advantage and enhance a brand's equity, whether the organisation is a commercial, non-profit, or social entity.

This master's degree will ultimately enable you to develop and demonstrate technical knowledge and skills in marketing, a field increasingly important for all types of organisations that need to deliver value through the products and services they create. You will have the opportunity to study a wide range of advanced topics in marketing and gain professionally oriented generalist and specialist marketing skills.

For a 2 year program, this degree can be combined with a second master's degree from Sydney Business School.

Fee subsidised places available

UOW is offering Commonwealth Supported Places for all of our postgraduate coursework degrees* in 2024. This means the Australian government will subsidise your tuition fees by up to 75%. To be eligible for this fee subsidy, you must meet the following criteria: Be a domestic student, i.e. an Australian or New Zealand citizen, a permanent resident of Australia or a permanent Australian Humanitarian visa holder. **LEARN MORE**

**Excluding Graduate Certificate in Business Administration (Executive), Graduate Diploma in Business Administration (Executive), and Masters of Business Administration (Executive)*

Distance Delivery Mode

Domestic students have the option to study on campus or via Distance delivery mode. Distance refers to learning activities that do not require you to attend campus, but instead allow you to join pre-scheduled virtual classes.

[CLOSE](#)

Course information

Study area	Campus	Course Code
Business	Wollongong, UOW Online Wollongong, Sydney	3029

ATAR-SR

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Duration

1.5 years full-time (or part-time equivalent); or 2 years if combined with another master's program from an approved list

Delivery Cricos UAC Code

Admission, Key dates, and Fees

Domestic students	International students	Key dates
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Course Structure

(Current year structure - subject to change)

Course Handbook

Why choose this course

We offer three intakes per year, and many subjects are scheduled to fit in with your professional and lifestyle commitments. Some classes are offered on a weekly basis, mostly in the evening, while others run in intensive mode over the weekend to minimise time away from other responsibilities.

Over 90% of our graduates are employed within 4 months of graduating and our postgraduate students average starting salary is \$108,800 AUD, 4% higher than the nation’s average*.

Choose to study your program from one of our two campuses: the Sydney CBD campus overlooking the stunning Sydney Harbour and its impressive bridge, or our Wollongong Campus set amongst landscaped gardens, minutes away from the Pacific Ocean.

We offer a variety of Scholarships available for both Domestic and International students ranging from 10% to 100%, so you are able to invest in your future.

Our courses are continually developed, informed by research, structured on applied outcomes, recognised by employers, delivered by highly qualified academics and supported through additional specialised student learning and development resources.

Our dedicated student support services are built around your individual needs. Our student advisors, academic staff and careers consultant are available each week for consultation. Study skills workshops are also run weekly to ensure your success. We provide a number of social and semi-formal events that give you the opportunity to network with your peers, members of the local business community and alumni.

International students can take the elective subject, Global Workplace Practice, which includes practical job seeking activities and access to the Australian workforce either through an internship, industry-based project or part-time employment.

**QILT 2016-2018 Graduate Outcomes Survey.*

You may also be interested in

ADD TO MY COURSES	COMPARE MY COURSES	Master of Business Administration - MBA
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Master of Business Analytics

Master of Project Management

Search for another course

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Switchboard: **+61 2 4221 3555**

Connect with us



On the lands that we study, we walk, and we live, we acknowledge and respect the traditional custodians and cultural knowledge holders of these lands.

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