

# Master of Marketing

I am a prospective

- ☒ Domestic
- ☐ International

student, looking to study at

Online



**Location**

Online



**Duration** ⓘ

1.5 years full-time or part-time equivalent up to 5 years maximum.



**Mode of delivery**

Face to Face, Online



**Start dates**

Trimester 1 (29 Jan 2024), Trimester 3 (26 Aug 2024)



**Application closing dates**

Find out when applications close for available intakes



**Fees**

Find information about indicative course and program fees.



**Program Code**

40135

**Apply online**



About this program



## Program handbook

### Description

A Master of Marketing from the University of Newcastle equips graduates with marketing knowledge and skills to plan and execute marketing strategies and tactics for organisations in the not-for-profit, government and private sectors. It is designed to provide students with an opportunity to better evaluate existing and potential market opportunities and to develop strategies that achieve organisational outcomes appropriate for the Australian and international business environment. Students will develop a solid understanding of the theoretical underpinnings of marketing and how they are applied in all contexts.


The Graduate Certificate and Master of Marketing have been developed for students with little or no background in the discipline or for those wishing to upgrade their existing knowledge in the field. There is no assumed knowledge requirement for these programs.

## Program learning outcomes

On successful completion of the program students will have:

- Effective oral and written skills to communicate complex marketing information to a variety of audiences
- Effective independent or collaborative work skills to apply specialised knowledge and expert judgement to marketing tasks
- Critical thinking and analytical problem solving skills to be able to justify sound marketing solutions
- Specialised knowledge of theories, models and concepts relevant to marketing management and be proficient in their application
- Professional proficiency in the utilisation of information and technology in marketing contexts.
- Decision making skills that incorporate ethical, social and global issues
- Skills to apply relevant theories, principles and methodologies to research in marketing resource management.

## Details

<b>Information correct as at</b>	Feb 23, 2024 8:03 am
<b>Program code</b>	40135
<b>AQF level</b>	Level 9 Masters Degree (Coursework)
<b>Locations and UAC codes</b>	N/A - Newcastle City N/A - Online
<b>Mode of delivery</b>	Face to Face Online
<b>Duration</b>	<b>Australian students</b> - 1.5 years full-time or part-time equivalent. <b>International students</b> - 1.5 years full-time.
<b>Term type</b>	Trimesters
<b>Fees</b>	<b>Australian students</b> - Find out more about fees <b>International students</b> - AUD42,695 ( <i>indicative annual fee, 2024</i> )  Indicative annual fees are based on a full year full time load (80 units) Find out more about fees
<b>Relevant University rules and policies</b>	Governance Rules < <a href="https://policies.newcastle.edu.au/document/view-current.php?id=152">https://policies.newcastle.edu.au/document/view-current.php?id=152</a> > Awards and Graduation Policy < <a href="https://policies.newcastle.edu.au/document/view-current.php?id=61">https://policies.newcastle.edu.au/document/view-current.php?id=61</a> > Masters Degree (Coursework) (120) < <a href="https://policies.newcastle.edu.au/document/view-current.php?id=111">https://policies.newcastle.edu.au/document/view-current.php?id=111</a> > - Awards and Programs Schedule
<b>CRICOS Code</b>	102241A < <a href="http://cricos.education.gov.au/Course/CourseDetails.aspx?CourseCode=102241A">http://cricos.education.gov.au/Course/CourseDetails.aspx?CourseCode=102241A</a> >

## Admission information

### Admission requirements

Entry into the Master of Marketing will be available for applicants who have:

- Bachelor (Honours) Degree, or an equivalent or higher qualification; or

- Bachelor Degree, or an equivalent or higher qualification, in a related field such as accounting, business, commerce, communication, economics, finance, human resource management, industrial relations, management, or marketing; or
- Bachelor Degree, or an equivalent or higher qualification, not in a related field and 1 year relevant organisational experience; or
- At least 7 years' relevant organisational experience, including 2 years in a management position; or
- Successful completion of 75% (30 units) of one of the following University of Newcastle programs:
  - Graduate Certificate in Business Administration
  - Graduate Certificate in Applied Finance
  - Graduate Certificate in Human Resource Management
  - Graduate Certificate in Marketing
  - Graduate Certificate in Professional Accounting

### English Language Requirements

All Applicants must demonstrate that they meet the University's English proficiency requirement. Further information regarding English language proficiency requirements can be found at the English Language Proficiency for Admission Policy [here < https://policies.newcastle.edu.au/document/view-current.php?id=165> .](https://policies.newcastle.edu.au/document/view-current.php?id=165)

- IELTS Overall Minimum: 6.5
- IELTS Sub Test Minimum: 6

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### Credit transfer

If you wish to apply for credit for studies completed at another institution, or if you are changing programs within the University and wish to transfer your credit to the new program, visit the University's credit website < <https://www.newcastle.edu.au/current-students/study-essentials/enrolment/credit>> for more information on applying for credit.

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### Professional recognition

#### Australian Marketing Institute

The Master of Marketing is accredited by the Australian Marketing Institute (AMI) <http://www.ami.org.au/iMIS15/AMI/>

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### Academic requirements for program completion

#### Total units required

120 units

#### Program duration

1.5 years full-time or part-time equivalent up to 5 years maximum.

International students studying this program on campus are required to enrol full time to comply with their student visa requirements and complete their study in the standard minimum program duration. International students requiring enrolment advice should review the program plan corresponding to the semester and year of commencement and can contact their Program Advisor at [ProgramAdvice@newcastle.edu.au](mailto:ProgramAdvice@newcastle.edu.au)

## Program requirements

The Master of Marketing requires students to successfully complete 120 units, which is comprised of:

- 80 units of core courses;
- 40 units of courses chosen from the course list.

## Program planner

### Current students program planner

Current students can plan their program using Program Planner.

**Program Planner** >

### Prospective student degree planner

If you're a prospective student considering studying this degree take a look at **My Degree Planner** <

[https://degreeplanner.newcastle.edu.au/students/r/pathways?](https://degreeplanner.newcastle.edu.au/students/r/pathways?program=40135&region_status=domestic&campus=&academic_level=PGCW)

[program=40135&region\\_status=domestic&campus=&academic\\_level=PGCW](https://degreeplanner.newcastle.edu.au/students/r/pathways?program=40135&region_status=domestic&campus=&academic_level=PGCW)> to see what your study journey will look like.

## Transition arrangements

*Please note that Directed course lists are now referred to as Course Lists.*

Changes to Program Requirements - 2022

From 2022 the Directed course requirement will increase to 40 units. Transition arrangements are as follows:

- Students who commenced the Master of Marketing prior to Trimester 1, 2022 will continue to follow the previous program structure (80 units core + 20 units directed + 20 units elective).
- Students who commence the Master of Marketing from Trimester 1, 2022 onward will follow the revised program structure (80 units core + 40 units directed).

## Program structure









- ① Students can plan their program using **Program Planner** < [https://askuon.newcastle.edu.au/app/answers/detail/a\\_id/2438](https://askuon.newcastle.edu.au/app/answers/detail/a_id/2438)> . It is recommended students review the program handbook in conjunction with using **Program Planner** < [https://askuon.newcastle.edu.au/app/answers/detail/a\\_id/2438](https://askuon.newcastle.edu.au/app/answers/detail/a_id/2438)> .


### Advanced course filters

- ① Courses that are currently unavailable are hidden by default. You can show them by adjusting the advanced course filters above, or clicking the 'show all' links below each section.

## Core Courses









Complete the following core courses to fulfil the requirements of this program.

Code	Title	Term / Location	Units
 <b>GSBS6005</b>	Marketing Management and Planning	<i>Trimester 1 - 2024 (Singapore) (Singapore)</i> <i>Trimester 1 - 2024 (Newcastle City Precinct)</i> <i>Trimester 1 - 2024 (Online)</i> <i>Trimester 1 - 2024 (Sydney CBD)</i> <i>Trimester 2 - 2024 (NAIHES)</i> <i>Trimester 2 - 2024 (Newcastle City Precinct)</i> <i>Trimester 2 - 2024 (Online)</i> <i>Trimester 2 - 2024 (Sydney CBD)</i> <i>Trimester 3 - 2024 (Newcastle City Precinct)</i> <i>Trimester 3 - 2024 (Online)</i> <i>Trimester 3 - 2024 (Sydney CBD)</i>	<b>10 units</b>
 <b>GSBS6013</b>	Customer Decision Making and Behaviour	<i>Trimester 1 - 2024 (Online)</i> <i>Trimester 2 - 2024 (Newcastle City Precinct)</i> <i>Trimester 3 - 2024 (Online)</i>	<b>10 units</b>
 <b>GSBS6014</b>	Digital Marketing	<i>Trimester 1 - 2024 (NAIHES)</i> <i>Trimester 1 - 2024 (Newcastle City Precinct)</i> <i>Trimester 2 - 2024 (Online)</i> <i>Trimester 3 - 2024 (Newcastle City Precinct)</i>	<b>10 units</b>
 <b>GSBS6015</b>	Services and Relationship Marketing Management	<i>Trimester 1 - 2024 (Online)</i> <i>Trimester 2 - 2024 (Newcastle City Precinct)</i> <i>Trimester 3 - 2024 (Online)</i>	<b>10 units</b>
 <b>GSBS6041</b>	Global Marketing Strategy and Planning	<i>Trimester 1 - 2024 (Newcastle City Precinct)</i> <i>Trimester 1 - 2024 (Online)</i> <i>Trimester 2 - 2024 (Online)</i> <i>Trimester 3 - 2024 (Newcastle City Precinct)</i>	<b>10 units</b>
 <b>GSBS6300</b>	Integrated Marketing Communications	<i>Trimester 1 - 2024 (Newcastle City Precinct)</i> <i>Trimester 2 - 2024 (Online)</i> <i>Trimester 3 - 2024 (Online)</i>	<b>10 units</b>
 <b>GSBS6301</b>	Brand Development and Marketing	<i>Trimester 1 - 2024 (Online)</i> <i>Trimester 2 - 2024 (Online)</i> <i>Trimester 3 - 2024 (Newcastle City Precinct)</i>	<b>10 units</b>
 <b>GSBS6505</b>	Marketing Research in Practice	<i>Trimester 1 - 2024 (Online)</i> <i>Trimester 2 - 2024 (Newcastle City Precinct)</i> <i>Trimester 3 - 2024 (Online)</i>	<b>10 units</b>

 Showing **8 of 8** courses in this section based on your current filters.

## Course List

Students must complete 40 units from the course list.

Code	Title	Term / Location	Units
 <b>GSBS6001</b>	Managing Under Uncertainty	Trimester 1 - 2024 (Singapore) (Singapore) Trimester 1 - 2024 (NAIHES) Trimester 1 - 2024 (Online) Trimester 2 - 2024 (Singapore) (Singapore) Trimester 2 - 2024 (NAIHES) Trimester 2 - 2024 (Newcastle City Precinct) Trimester 2 - 2024 (Sydney CBD) Trimester 3 - 2024 (Singapore) (Singapore) Trimester 3 - 2024 (Online)	<b>10 units</b>
 <b>GSBS6003</b>	Globalisation	Trimester 1 - 2024 (NAIHES) Trimester 1 - 2024 (Newcastle City Precinct) Trimester 1 - 2024 (Sydney CBD) Trimester 2 - 2024 (Singapore) (Singapore) Trimester 2 - 2024 (Online) Trimester 3 - 2024 (NAIHES) Trimester 3 - 2024 (Newcastle City Precinct) Trimester 3 - 2024 (Sydney CBD)	<b>10 units</b>
 <b>GSBS6004</b>	Organisational Behaviour and Design	Trimester 1 - 2024 (Singapore) (Singapore) Trimester 1 - 2024 (Newcastle City Precinct) Trimester 1 - 2024 (Online) Trimester 1 - 2024 (Sydney CBD) Trimester 2 - 2024 (Singapore) (Singapore) Trimester 2 - 2024 (NAIHES) Trimester 2 - 2024 (Newcastle City Precinct) Trimester 2 - 2024 (Online) Trimester 2 - 2024 (Sydney CBD) Trimester 3 - 2024 (Singapore) (Singapore) Trimester 3 - 2024 (Newcastle City Precinct) Trimester 3 - 2024 (Online) Trimester 3 - 2024 (Sydney CBD)	<b>10 units</b>
 <b>GSBS6008</b>	Global Business Management	Trimester 1 - 2024 (Sydney CBD) Trimester 2 - 2024 (Newcastle City Precinct) Trimester 3 - 2024 (Newcastle City Precinct)	<b>10 units</b>
 <b>GSBS6009</b>	Cross-Cultural Management	Trimester 1 - 2024 (Newcastle City Precinct) Trimester 1 - 2024 (Sydney CBD) Trimester 2 - 2024 (NAIHES) Trimester 3 - 2024 (Newcastle City Precinct)	<b>10 units</b>
 <b>GSBS6012</b>	Entrepreneurship and Innovation	Trimester 1 - 2024 (Online) Trimester 2 - 2024 (Newcastle City Precinct) Trimester 3 - 2024 (Online)	<b>10 units</b>
 <b>GSBS6040</b>	Human Resource Management	Trimester 1 - 2024 (Newcastle City Precinct) Trimester 2 - 2024 (Online) Trimester 3 - 2024 (Singapore) (Singapore) Trimester 3 - 2024 (Newcastle City Precinct)	<b>10 units</b>
 <b>GSBS6514</b>	Leadership in Contemporary Organisations	Trimester 1 - 2024 (Singapore) (Singapore) Trimester 1 - 2024 (NAIHES) Trimester 1 - 2024 (Newcastle City Precinct) Trimester 1 - 2024 (Sydney CBD) Trimester 2 - 2024 (Singapore) (Singapore) Trimester 2 - 2024 (Online) Trimester 3 - 2024 (NAIHES) Trimester 3 - 2024 (Newcastle City Precinct) Trimester 3 - 2024 (Sydney CBD)	<b>10 units</b>

 Showing **8 of 8** courses in this section based on your current filters.

### Additional information

Through the Pathways and Academic Learning Support Centre, students can access a free suite of NUPrep < <https://www.newcastle.edu.au/study/pathways/nuprep>> preparation courses as well as Academic Learning Support < <https://www.newcastle.edu.au/current-students/support/academic>> .

Aboriginal and Torres Strait Islander students can draw on the assistance and support provided by the Indigenous Student Support and Development service through the Wollotuka Institute < <https://www.newcastle.edu.au/our-uni/indigenous-collaboration/the-wollotuka-institute>> .

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### International students

All International Students enrolled in the program will be provided with an orientation to familiarise them with the rules, expectations, facilities and services offered by the University. Please visit our International Students website < <https://www.newcastle.edu.au/international/while-you-are-here/support>> to find out more about the support services available to international students.

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### Additional support

AccessAbility provides advice and reasonable adjustments to Students with a medical or health condition or disability. If you require adjustments to undertake your program, contact the Student Support Advisors - AccessAbility before semester or early in the semester. They will work with the College or School to ensure that this happens in a timely manner.

Please note: All students must fulfil the inherent requirements of the programs and courses they are undertaking. While reasonable adjustments can be made, these adjustments cannot compromise academic integrity. It is the student's responsibility to check all the requirements of courses, and consider the effects of any medical condition or disability on their ability to complete course requirements. More information is available online < <https://www.newcastle.edu.au/current-students/support/personal/accessability>> .

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**DISCLAIMER** Every effort has been made to ensure the accuracy of the information on this website. However, changes to courses and programs may occur. The University accepts no responsibility for any information supplied on this web site or any actions taken on the basis of the information. Users are advised to seek confirmation of the information from the relevant area of the University.

*The University of Newcastle acknowledges the traditional custodians of the lands within our footprint areas: Awabakal, Darkinjung, Biripai, Worimi, Wonnarua, and Eora Nations. We also pay respect to the wisdom of our Elders past and present.*