



STUDY AT MONASH ([HTTPS://WWW.MONASH.EDU/STUDY](https://www.monash.edu/study))

As an **International student** ▼

Applied Marketing

Master degree

Considered, contemporary marketing has the power to make all kinds of incredible impact. From the success of a business, to the power of a brand

At a glance



– and more broadly, to the society and environment within which organisations operate.

This takes the innovative and creative ideas and actions of marketing professionals, who are committed to driving the discipline forward in innovative, socially responsible and sustainable ways. If you're already gaining experience as a marketing professional (or marketing student), this degree is your opportunity to build on that experience in exciting ways – in as little as one year.

With the latest theoretical ideas, insights and research as a foundation, you'll apply what you learn to practically solve contemporary marketing challenges – and consider marketing's role in shaping more ethical, sustainable brands in today's digitally-driven and interconnected landscape. You'll also develop an extensive toolkit of techniques and frameworks necessary to become a capable, responsible, and effective marketing leader.

By the time you've completed this program, you'll have a clearer perspective on how to market products and services in ways that make a positive difference for people all around the world. You'll also have the practical expertise to position yourself as a marketing leader in every sense.

Ready to turn your marketing insights into a more positive impact?

Location

- On-campus at Caulfield: Full time
- Online: Full time & part time

Duration

1 or 1.5 years full-time, depending on prior qualifications and/or professional experience. See entry requirements.

Start date

First semester (February) and
Second semester (July)

Qualification

Master of Applied Marketing

Alternative exits

- Graduate Certificate of Business
- Graduate Diploma of Business



Fees

Information about fees

Course Handbook (<https://www.monash.edu.au/pubs/handbooks/courses/B6042.html>)



Overview

The Master of Applied Marketing is taught by award-winning academics and industry experts, who'll cover the latest theories and research influencing the industry – across areas of study like advertising, company strategy, social media marketing and value creation.

The flexible study structure means you can continue working as you build on your marketing know-how, with classes available during the day and evening. All of the core units can be studied online – with some units also available online or in block mode.

You need to satisfy the following entrance requirements to be considered for entry to this course.

Minimum Entry Requirements (International students)

Qualifications

**Entry level 1: 72
points to
complete**

**Duration: 1.5
years full-time, 3
years part-time**

An Australian bachelor degree (or equivalent) with a major in marketing with at least a high credit (65%) average or equivalent Grade Point Average (GPA).



Entry level 2: 48 points to complete

Duration: 1 years full-time, 2 years part-time

An Australian bachelor degree (or equivalent) with a major in marketing with at least a high credit (65%) average or equivalent Grade Point Average (GPA) and an Australian graduate certificate / honours degree (or equivalent) in marketing

OR

An Australian bachelor degree (or equivalent) with a major in marketing and two years relevant professional experience*.

*Applicants applying on the basis of work experience are required to provide a detailed curriculum vitae, outlining their employment history and professional experience.

English entry requirements

Level A

IELTS

(Academic): 6.5

Overall score, with minimum band scores: Listening 6.0, Reading 6.0, Writing 6.0 and Speaking 6.0

Pearson Test of English

(Academic): 58

Overall score, with minimum scores: Listening 50, Reading 50, Speaking 50 and Writing 50

TOEFL

Internet-based

test: 79 Overall score, with minimum scores: Reading 13, Listening 12, Speaking 18 and Writing 21

Equivalent

approved English test (<https://www.monash.edu/admissions/english-language-requirements>)

University entrance requirements



Minimum entrance requirements (<https://www.monash.edu/admissions/entry-requirements/minimum>) for admission to Monash University Australia.

Course structure

The course is structured in two parts: Part A. Mastery knowledge and Part B. Electives

Part A. Mastery knowledge

—

These units will provide you with a comprehensive study of core marketing topics and impacts on marketing within organisations. You will gain an appreciation of key concepts and contemporary practice to develop your capacity to operate as a critical and creative professional.

These units will advance your knowledge and skill development, and provide you with specialist professional insights and advanced practical skills that can be applied in marketing.

Part B. Electives

+

These units will enable you to further develop and consolidate your knowledge of your degree. Electives may be taken from study tours (<https://www.monash.edu/business/current-students/global-study-experiences/berkeley-haas-global-access-program>), consulting projects (<https://www.monash.edu/business/current-students/ie/industry-consulting-projects>) or industry placements (<https://www.monash.edu/business/current-students/industry-experience>). Alternatively you can select units from across the University in which you are eligible to enrol.



Alternative exits

You may exit this course early and apply to graduate with one of the following awards, provided you have satisfied the requirements for that award during your enrolment in this master's course:

- Graduate Certificate of Business (B4001) after successful completion of 24 credit points of study with a minimum of 18 credit points at level 4 or above.
- Graduate Diploma of Business (B5001) after successful completion of 48 credit points of study with a minimum of 36 credit points at level 4 or above.

Double degree

Partner with another course

Double degree courses allow you to study towards two different degrees at the same time, and graduate with two separate qualifications. And because a required subject in one course can count as an elective in the other, our double degrees take up to two years less than if you studied for the two degrees separately.

Global Business and Applied Marketing
(<https://www.monash.edu/study/courses/fin-d-a-course/global-business-and-applied-marketing-b6047?international=true>)

Management and Applied Marketing
(<https://www.monash.edu/study/courses/fin-d-a-course/management-and-applied-marketing-b6052?international=true>)

application fees



Making the application

Future students

Semester one (February)

Apply directly to Monash using course code B6042.

Apply (<https://www.monash.edu/study/fac-redirec...>
<https://www.monash.edu/study/fac-redirec...>
ash)

Semester two (July)

Apply directly to Monash using course code B6042.

Apply (<https://www.monash.edu/study/fac-redirec...>
<https://www.monash.edu/study/fac-redirec...>
ash)

Current Monash students

You may apply to transfer from another Monash course. Transfers are a competitive process. You may apply mid-year for available courses however

Fees

Fees are subject to change annually.

International fee

Fees are per 48 credit points which represents a standard full-time course load for a year. The fees for 2024 are:

A\$53,000

Scholarships

We offer over 360 types of scholarships, valued at up to \$280,000. Some scholarships offer one-off payments while others continue for the length of your course. [Learn more about Monash Scholarships.](https://www.monash.edu/study/fees-scholarships/scholarships) (<https://www.monash.edu/study/fees-scholarships/scholarships>)

Other costs and fees

For information on other study costs and fees, see [other study costs](https://www.monash.edu/fees/other-costs/study) (<https://www.monash.edu/fees/other-costs/study>).



consideration will be given as to whether you will be able to follow your course progression.

Please note that if you apply for a course transfer, you should still enrol in your current course as if you were continuing so as not to jeopardise your enrolment in the Faculty if your transfer application is unsuccessful. More about [Course Transfer...](https://www.monash.edu/study/media/links/external-redirects/course-pages/current-students-application-field) (<https://www.monash.edu/study/media/links/external-redirects/course-pages/current-students-application-field>).

Self assess for credit eligibility

Check for study credit using the "Credit search" link on the [Credit for prior study page](https://www.monash.edu/study/how-to-apply/credit-for-prior-study) (<https://www.monash.edu/study/how-to-apply/credit-for-prior-study>).

How to apply

How to apply

Register for more information (<https://www.monash.edu/study/courses/register?course=B6042&baioi=2&type=1&slvl=1>)

Enrolment Obligations

International students enrolling in a CRICOS-registered course can study no more than one third (33%) of their course by distance and/or online learning. Students must enrol in at least one unit that is not by distance and/or online in each compulsory study period unless the student is completing the last unit of their course. See standard 8.19 and 8.20 of National Code of Practice for Providers of Education and Training to Overseas Students 2018.

CRICOS code: 112901J



Contact us

Enquire
online (<http://www.monash.edu/study/media/links/external-redirects/course-pages/international-course-enquiry?CourseCd=B6042&id=3357275>)

Message us

+ 61 3 9903 4788 (tel: + 61 3 9903 4788).



**Start your
Graduate degree in
2024 ([https://www.
monash.edu/gradu
ate-events](https://www.monash.edu/graduate-events))**



([https://www.monash.
edu/graduate-events](https://www.monash.edu/graduate-events))

View on-demand
webinars
Book 1:1 course
advice ([https://www.
monash.edu/gradu
ate-events](https://www.monash.edu/graduate-events))



International course guides

If you are an international student and wish to find out more about our courses, entry requirements, studying at Monash and more, please download our international course guides below.



- International course guide - Undergraduate (PDF) (https://www.monash.edu/__data/assets/pdf_file/0008/2904029/2023_UG_INT-CourseGuide_v3.1e-DIGITAL.pdf)
- International course guide - Graduate (PDF) (https://www.monash.edu/__data/assets/pdf_file/0004/2904034/2023_PG_INT-CourseGuide_v3.1c-DIGITAL.pdf)

**International Study
Grants (<https://www.monash.edu/stud>**



**y/fees-scholarship
s/international-stud
y-grants-2021)**



International Study
Grants valued at up
to \$10,000 (<https://www.monash.edu/study/fees-scholarships/international-study-grants-2021>)

