

Master of Business (Marketing)

Year	2024
QUT code	BS11
CRICOS	085448J
Duration	1 - 2 years full time 3 - 4 years part time
Total credit points	192
Domestic fee (indicative, subject to annual review)	2024: \$32,600 per year full-time (96 credit points) 2023: \$30,800 per year full-time (96 credit points)
Course contact	askqut@qut.edu.au 3138 2000
Start months	July, February

Take your career to the next level and become a leader in marketing with QUT's Master of Business (Marketing). Help businesses and organisations craft innovative and impactful marketing campaigns that captivate audiences, build brand awareness, and drive measurable results.

Whether you're a marketing professional looking to enhance and refine your skills, or you're interested in pursuing a career in the exciting and ever-evolving field of marketing, QUT's Master of Business (Marketing) can help you achieve your goals.

In this program, you will learn how to identify and capitalise on opportunities in domestic and international industries while mitigating threats.

You will also gain a comprehensive understanding of the latest concepts, strategies, and techniques of customer-centric marketing. These include value-based marketing, strategic marketing planning, consumer behaviour, segmenting and targeting markets, and marketing mix decisions.

Real-world learning is embedded in this course, and from your very first semester, you will meet and be taught by award-winning academics working in industry and prominent marketing professionals who guest lecture often in our units.

In the final capstone unit, you'll take your skills to the next level with a unique opportunity to collaborate independently and in teams on real-world client projects with one of our industry partners. This immersive experience will not only advance your knowledge and research skills but also provide you with valuable workplace experience, setting you up for success in your future marketing career.

Flexible delivery

Units in this postgraduate program are delivered using a mix of face-to-face, online and blended learning technologies. All course materials are placed online including course lecture materials, practical session guides, readings and help guides.

Entry requirements

Flexible study options

'I'm 27 years old and I'm pretty stoked to be a Global Brand Manager for a really cool lifestyle brand. I can honestly say that I wouldn't be where I am today if it wasn't for my degree at QUT.'

Entry Requirements

2 year program

You must have a recognised bachelor degree (or higher) in any discipline with a minimum grade point average of 4.00 (on QUT's 7 point scale).

1.5 year program

You must have one of:

- A recognised bachelor degree (or higher) in business or a related discipline with a minimum grade point average of 4.00 (on QUT's 7 point scale); *or*
- A recognised bachelor degree (or higher) in any discipline with a minimum grade point average of 4.00 (on QUT's 7 point scale) followed by at least seven years full-time (or equivalent) work experience in business or a related discipline.

1 year program

You must have one of:

- A recognised bachelor honours degree in advertising, marketing, or public relations with a minimum grade point average of 4.00 (on QUT's 7 point scale); *or*
- A recognised bachelor degree *plus* graduate certificate both in advertising, marketing, or public relations with a minimum grade point average of 4.00 (on QUT's 7 point scale); *or*
- A recognised graduate diploma (or higher) in advertising, marketing, or public relations with a minimum grade point average of 4.00 (on QUT's 7 point scale); *or*
- A recognised bachelor degree in advertising, marketing, or public relations with a minimum grade point average of 4.00 (on QUT's 7 point scale) followed by at least seven years full-time (or equivalent) work experience in advertising, marketing, or public relations.

Course structure

The Master of Business is designed in three blocks of study:

1. Foundation studies (48 credit points)
2. Discipline studies (96 credit points)
3. Complementary studies (48 credit points)

Students with an undergraduate degree that is not in Business or a related field of study will undertake 192 credit points of study commencing with Foundation studies.

Students who have completed an undergraduate degree in Business or related field of study with a minimum GPA of 4 (on a 7 point scale) will undertake 144 credit points of study in their course.

Complimentary studies units can be selected from units within other majors.

The enrolment program students will undertake will depend on their prior study:

- Undergraduate degree in the same discipline as their chosen major: Students will commence their study in the Discipline studies block.
- Undergraduate Business degree in a different discipline to their chosen major: Students will commence their study in the Foundation studies block.

Students will be able to access course progression advice from the Faculty of Business and Law Student Support.

Careers and outcomes

Marketing professionals are involved in the promotion and/or sales of an organisation's goods or services. This includes the marketing of existing product lines, the development of new products to fulfil consumer needs, or the development of new markets for new or existing products.

Marketing is a vital component of businesses in all industries, as well as in government and nonprofit organisations. This course can lead to strategic roles such as business development managers, brand or product managers, marketing consultants or marketing managers.

Fees

HECS-HELP

You may be eligible for [HECS-HELP](#), a loan scheme to help you pay your course fees, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the HECS-HELP information.

Student Services and Amenities Fee

You'll need to pay the [student services and amenities fee](#) as part of your course costs. You may be eligible for [SA-HELP](#), a loan scheme to help you pay your student services and amenities fee, if you are an Australian citizen or hold an Australian permanent humanitarian visa. For other conditions read the SA-HELP information.

Scholarships

You can apply for scholarships to help you with study and living costs.

- [Laurie Cowled Indigenous Scholarship for Business Students](#)
- [Equity scholarships scheme](#)
- [International Merit Scholarship](#)

Advanced standing

If you have completed the [Graduate Certificate in Business \(Marketing\)](#) within the last seven years you will receive credit for 48 credit points.

Advanced standing may also be available if you who have within the last five years:

- studied a related postgraduate program with another institution
- professional work experience in a related field

International double masters program

If you would like to attain two internationally accredited masters in about the same time that it would normally take you to get one, you may consider our international double masters program. In an exchange study, you complete part of your degree at one of two leading institutions in Europe. Through cross-crediting of your course content, you are able to obtain the full degrees from both institutions – and you may be able to complete the double degree in the same time that it would take you to complete your QUT Master of Business program. For more information, visit [international double degrees](#).