



MC-AMKT

♡ FAVOURITE

Marketing

Master by coursework

Advance your marketing expertise and get on the fast-track to leadership roles in Australia and overseas.

Course essentials	Application intake
<div>Qualification</div> <div>Master of Marketing</div>	<div>Duration ⓘ</div> <div>1 year full-time</div>

Credit ⓘ

200

Location ⓘ

Curtin Perth

CRICOS ⓘ

107622C

se(<https://handbook.curtin.edu.au/courses/course-1e/pg-master-of-marketing--mc-amktv1>)



Outline

Gain advanced practical marketing experience informed by the latest research in this internationally recognised master degree.

This course is designed to enhance your marketing skills, preparing you for leadership opportunities on a global scale, such as marketing manager, brand strategist and digital marketing specialist.

With a strong emphasis on contemporary marketing theory and practice, this course will foster a deep understanding of consumer behaviour, market analysis, brand management, digital marketing and global marketing strategies.

Through a blend of theoretical knowledge and hands-on experiences, you'll sharpen your critical thinking and strategic decision-making skills. You'll engage with sector professionals through guest lectures and real-world projects, and have access to **valuable industry tools** (<https://www.curtin.edu.au/about/learning-teaching/business-and-law/about/facilities/>) such as social media management software and biometric tools for marketing research and analysis.

Our industry-driven approach to education ensures that when you graduate, you'll possess the expertise needed to confidently navigate the ever-changing landscape of the marketing industry.

Course structure

In this degree, you'll take units in:

- strategic brand marketing business
- research methods digital and interactive marketing
- sustainable and societal marketing
- user experience design
- B2B services marketing.

The course culminates in your choice of an independent research project, study tour or internship, where you'll explore contemporary industry problems and challenges.

What's the difference between the Master of Commerce (Marketing) and the Master of Marketing?


The Master of Marketing is nested into the two-year **Master of Commerce (Marketing)** (<https://www.curtin.edu.au/study/offering/course-pg-master-of-commerce--mc-comm/>) and is designed for professionals already working in the industry.

If you don't have any previous marketing study or experience, we recommend enrolling in the Master of Commerce (Marketing) to gain a more comprehensive marketing skillset.



Careers

 AUS & NZ

- Marketing manager
COURSE 
- Brand manager
- Business development manager
- Advertising professional
- Marketing consultant or specialist
- Public relations professional

Industries

- Advertising
- Government
- Leisure and tourism
- Manufacturing
- Retail and wholesale
- Service industries

What you'll learn

- Analyse, evaluate, and apply advanced marketing concepts, models, and theories to a diverse range of marketing contexts.
- Work collaboratively to create synergies between local and global marketing environments and demonstrate cross-cultural competence.
- Apply advanced marketing discipline knowledge and reflective learning in the decision making that are ethical, socially responsible, and sustainable to deliver effective outcomes for stakeholders.
- Communicate complex marketing information to engage with relevant audiences and stakeholders effectively, efficiently, and professionally.
- Demonstrate proficiency in digital literacy for generating data-driven, innovative, and strategic marketing solutions for organisations.

- Apply appropriate research skills to address contemporary marketing challenges and to make effective strategic decisions.

Why study Marketing



Build your network

Build social, academic and industry-based relationships and skills through the student-led Curtin Marketing Association.



Informed by industry

Our courses are informed by industry, enabling you to graduate with the most up-to-date skills required by your employers.



Internationally accredited

Work anywhere in the world with a degree accredited by the world's largest association of professional marketers, the **Chartered Institute of Marketing (CIM)** (<https://www.cim.co.uk/>).

Get the latest Curtin updates

For invitations to events, study tips and info on navigating your way to uni, join the Curtin community.



Professional recognition

The degree is accredited by **The Chartered Institute of Marketing**
(<https://www.cim.co.uk/>).



“

I picked Curtin because of its great reputation and it came highly recommended by some of my colleagues. The course content was structured around assignments which used real-world case studies and theories that were applicable to current industry examples.

Justin Kitin

Admission criteria

What you need in order to get into this course. There are different pathway options depending on your level of work and education experience.

Specifically applicants require, an undergraduate degree in a relevant discipline AND 3 years relevant workplace learning OR a relevant Graduate Certificate.

English requirements

Curtin requires all applicants to demonstrate proficiency in English. Specific English requirements for this course are outlined in the IELTS table below.

You may demonstrate English proficiency using the following **tests** (<https://www.curtin.edu.au/study/applying/english-language-requirements/accepted-english-qualifications/#tests>) and **qualifications** (<https://www.curtin.edu.au/study/applying/english-language-requirements/accepted-english-qualifications/>).

IELTS Academic (International English Language Testing System)

Writing	6.0
Speaking	6.0
Reading	6.0
Listening	6.0
Overall band score	6.5

Credit for recognised learning (CRL)

Use your experience to get credit towards your degree

Finish your course sooner with credit for your previous study or work experience.

Fees and charges

Domestic fee paying postgraduate

2024 Fee year:

\$30,800*

Domestic ⓘ

2025 Fee year:

\$31,815*

Domestic ⓘ

Fees are indicative only.

* Based on a first-year full-time study load of 200 credits. The total cost will depend on your course options (i.e. units selected and time taken to complete).

**Looking for more detail on the
course structure?**

Location

For start dates, please view the [academic calendar](https://students.curtin.edu.au/essentials/academic-calendar/)
(<https://students.curtin.edu.au/essentials/academic-calendar/>).



Curtin Perth (<https://www.curtin.edu.au/about/our-campuses/#bentley>)

2024**Semester 1**

On campus

All endeavours are made to ensure location information for courses is up to date but please note they are subject to change.

The University reserves the right to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program, and/or to vary arrangements for any program.

How to apply

Please review information on how to apply for the campus of your choice

- **Curtin Perth (<https://www.curtin.edu.au/study/applying/>)**

Please note that each campus has different application deadlines. Please view our **application deadlines (<https://www.curtin.edu.au/study/applying/application-deadlines/>)** page for further information.

The offering information on this website applies only to future students. Current students should refer to faculty handbooks for current or past course information.

The information on this page may be subject to change. In particular, Curtin University may change the content, method or location of delivery or tuition fees of courses.

While Curtin uses reasonable efforts to ensure that the information provided on this page is accurate and up to date, errors and omissions sometimes occur. Curtin makes no warranty, representation or undertaking (expressed or implied) nor does it assume any legal liability (direct or indirect) for the accuracy, completeness or usefulness of any information.

View courses information disclaimer (<https://curtin.edu.au/disclaimer>).

Curtin course code: MC-AMKT
CRICOS code: 107622C

Last updated on: 28 February 2024

Useful links

Got a question? We're here to help.

Opening hours: Mon to Fri: 8.30am – 4.30pm, except Tues: 9.30am – 4.30pm (AWST).

Closed public holidays.