

MA-MKT1 • Master's degree by course work

Master of Marketing

Course handbook

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2 years full-time or
equivalent part-time



Hawthorn



[Multiple intakes](#)

Course Codes

102652D [CRICOS]



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General Information

Overview

Our Master of Marketing gives you a deep understanding of target markets and how to communicate with them. Learn how to influence behaviour and communicate

creatively across different digital platforms, devising innovations that are novel and disruptive. Our course offers real-world cases and practical applications, preparing you for business success.

Study structure

To qualify for the award of Master of Marketing students must complete (200 credit points).

- Full-time study: 100 credit points/eight standard units of study per year
- Part-time study: 50 credit points/four standard units of study per year
- One credit point is equivalent to one hour of study per week per semester (including contact hours and private study)
- See the [course planner](#) for an example degree structure.

Core units

150 credit points

Graduate certificate

Units of study	Unit code
Core units	
<u>Opportunity Discovery, Creativity and Design</u>	ENT60009

Core unit, 12.5 credit points	
<u>Data Empowered Marketing</u> Core unit, 12.5 credit points	MKT60011
<u>Consumer Behaviour</u> Core unit, 12.5 credit points	MKT60012
<u>Global Digital Marketing</u> Core unit, 12.5 credit points	MKT70017

Graduate diploma

Units of study	Unit code
Core units	
Branding and Creative Innovation Core unit, 12.5 credit points	MKT70019
Services Marketing and Customer Management Core unit, 12.5 credit points	MKT70020
Specialisation Units	

Master degree

Units of study	Unit code
Core units	
<u>Opportunity Discovery, Creativity and Design</u> Core unit, 12.5 credit points	ENT60009
<u>Data Empowered Marketing</u> Core unit, 12.5 credit points	MKT60011
<u>Consumer Behaviour</u> Core unit, 12.5 credit points	MKT60012
<u>Global Digital Marketing</u> Core unit, 12.5 credit points	MKT70017
Branding and Creative Innovation Core unit, 12.5 credit points	MKT70019
Services Marketing and Customer Management Core unit, 12.5 credit points	MKT70020
Marketing Strategy and Planning Core unit, 12.5 credit points	MKT80010

Marketing Communications Agency Core unit, 12.5 credit points	MKT80015
Foundation units	
Management Analysis and Problem Solving Foundation unit, 12.5 credit points	MGT60040
Business Sustainability and Social Impact Foundation unit, 12.5 credit points	MGT60042
Future Management Skills Foundation unit, 12.5 credit points	MGT60043
<u>Marketing Management</u> Foundation unit, 12.5 credit points	MKT60010

Specialisation

50 credit points



Aims and objectives

- apply coherent and advanced knowledge of marketing concepts in diverse contexts and applications using critical thinking
- apply problem solving, design and decision making methodologies to identify and provide innovative solutions

to complex problems with reference to established frameworks

- communicate proficiently in professional practice to a variety of audiences, function as an effective member or leader of a team, and use advanced tools and practices of marketing within project work.
- demonstrate integrity, ethical conduct, accountability, respect and a broad awareness of professional practices and cultural norms in a global and sustainable context
- apply marketing fundamentals to the analysis, design and operation of a business model using appropriate marketing methods and tools
- reflect on, and take responsibility for, learning and self-management processes
- apply knowledge of research principles and methods to plan and execute a piece of research with some independence.

Career opportunities

You will be capable of taking a whole-of-business approach to marketing and will be equipped to take on senior roles in digital marketing, advertising, branding, consultancy, market research, corporate communications and customer experience.

Graduate skills

The Swinburne graduate attributes signify that Swinburne intends that its teaching programs assist all its graduates to be:

- capable in their chosen professional, vocational or study areas and an ability to engage in critical enquiry
- entrepreneurial in contributing to innovation and development within their business, workplace or community
- effective and ethical in work, community situations and reasoning skills
- adaptable and able to manage change
- aware of local and international environments in which they will be contributing (e.g. socio-cultural, economic, natural).

Maximum Academic Credit

The maximum level of credit that can be granted for the Master of Marketing is 100 credit points (normally 8 units). The exception to this rule is for students entering with a Graduate Diploma of Marketing who may be granted up to 125 credit points of advanced standing (normally ten units).

Admission criteria

Information about Swinburne's general admission criteria can be found at [Admissions at Swinburne - Higher Education webpage](#).

Interested in the Master of Marketing?

From state-of-the-art facilities to opportunities to engage with industry – this course is designed with your future in mind. Let's get started.

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Indigenous Acknowledgement

We respectfully acknowledge the Wurundjeri People, and their Elders past and present, who are the Traditional Owners of the land on which Swinburne's Australian campuses are located in Melbourne's east and outer-east.

[Full Indigenous Matters Policy](#)