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# Master of Marketing

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## Overview

I'm a domestic student ^ looking to start my course in 2024



### Study options

Part Time

Full Time

In person, on campus



### Duration ⓘ

Full time: 2 years, 1.5 years, 1 year (or equivalent part time)



### Fees ⓘ

#### Domestic Fee-paying

Estimated annual fee AUD \$32,300

[How is this calculated?](#)

### Location and start dates

North Ryde:

Session 1 (19 February 2024)

Session 2 (22 July 2024)

**Current Macquarie students:** To view all the details for your chosen course, visit the [Macquarie University Handbook](#)

## Summary

In today's ultra-competitive market where customers have a huge variety of products and services to choose from – and access to extensive information to make decisions – companies are challenged to differentiate their offerings. In this evolving

## Key features

### Implement creative marketing plans

Expand your marketing knowledge and skills to design and implement creative marketing plans and strategies.

### Gain markets insights

battleground, marketers have to be fully equipped with the necessary knowledge and tools to master the market.

Designed in consultation with industry, the Master of Marketing takes a practical, applied approach to teaching and learning, and will enable you to work in a team, identify opportunities and creatively solve business problems. It will provide you with the knowledge, skills and professional attributes you'll need to advance your career in the rapidly changing world of marketing.

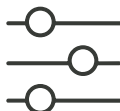
Access valuable tools to gain insights into markets, and acquire key knowledge to make informed decisions.

#### **Create effective outcomes for stakeholders**

Advance your interpersonal and communication skills to work effectively on your own and with stakeholder groups.

#### **Enhance your learning within a unique high-tech precinct**

Connect with world-leading organisations in the Macquarie Park Innovation District – right next door to our campus.



#### **Multimode learning and teaching**

offers optimal flexibility without compromising on quality



#### **#1 in Aus and #19 globally**

QS Business Masters Ranking, 2022



#### **#9 globally for value for money**

QS Masters Business Ranking, 2022

## **Career outcomes**

With a rapidly evolving job market, it's vital that you have the right skills to evolve with it. We'll help you upskill or reskill so you can take the next career step in your current industry, or move to one that matches your changing interests. View professions and potential employers.

[See career outcomes](#)

## **Who is this degree suitable for?**

This degree is suitable for those looking to work in dynamic and creative areas such as:

- market analysis and brand consultancy
- public relations
- social marketing.

## **About the Master of Marketing at Macquarie University**

## Macquarie Business School

Macquarie Business School rethinks, reimagines and rewrites the rules of business to deliver solutions with global impact. Through our cross-disciplinary approach to teaching, we empower you to make a real and positive impact on the world using the power of entrepreneurship, collaboration, creativity and business acumen.

[Learn more about the school](#)



## Studying at Macquarie

Our vibrant and leafy campus forms part of one of the largest business and technology precincts in Australia. To ensure you have the right skills when you graduate — whether you're starting your first job or taking your career to the next level — we offer flexible study options, personalised degrees and practical experiences.

[Benefits of studying at Macquarie](#)



[Course structure](#)

Wednesday 08 November 2023, 5PM - 7PM

## Overcoming Marketing Challenges: Future Marketers

Join us online or in person to hear from industry experts and learn more about the skills you need to elevate your digital marketing career.

[Register now](#)

## Ask a question

If you'd like to know more about studying at Macquarie University, we'd love to hear from you.



### Submit an enquiry

We'll find the answer and email you back.

[Ask us now](#)



### Call one of our course specialists

Monday to Friday: 9am - 5pm AEDT

[Call us on +61 \(2\) 9850 6767](#)





### View our campus

Check our calendar for up-to-date times.

[Book a campus tour](#)



## Related courses

### Master of Management

-  Full time: 2 years, 1.5 years, 1 year
-  Part Time
- Full Time
- In person, on campus

[Learn more](#)

### Master of Commerce

-  Full time: 2 years, 1.5 years, 1 year
-  Part Time
- Full Time
- In person, on campus

[Learn more](#)

Master of Media and Communications

- ⌚ Full time: 2 years, 1.5 years, 1 year
- 📍 Part Time
- Full Time
- In person, on campus

[Learn more](#)

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Explore your options and complete two degrees in less time.

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Macquarie University

Wallumattagal Campus  
Macquarie Park NSW 2109  
+61 (2) 9850 7111

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City campus

Angel Place  
Level 24, 123 Pitt Street  
Sydney, NSW 2109  
+61 (2) 9234 1700

Acknowledgement of Country

Macquarie University acknowledges the Traditional Custodians of the land where Macquarie University is situated, the Wallumattagal Clan of the Dharug Nation – whose cultures and customs have nurtured, and continue to nurture, the land since time immemorial.

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