# Degree Finder (/degree-finder/)

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Home (/) / Study At Adelaide (/study/) / Degree Finder (/degree-finder/) / Master of Marketing (https://www.adelaide.edfl:ช่น/คละรู่keadคใล่เปลา

Looking to begin study in:

(/study/postgraduate/coursework-degrees/how-to-apply) 2024

# Master of Marketing

Domestic

International



Guaranteed Entry
Score - ATAR



### **Duration**

2 years full-time

or <u>part-time</u>
(/study/glossary/#parttime)
equiv.



### **Start Dates**

January, May and September



#### Location

North Terrace

<u>Campus</u>

(http://www.adelaid

e.edu.au/campuses/

northtce/)

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#### A competitive edge in marketing

Marketing experts are strategists, innovators and communicators. They craft irresistible experiences, delight customers and create value.

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Our Master of Marketing is an advanced degree designed to skyrocket students into senior marketing positions.

Enquire (//future.ask.adelaide.edu.au/app/ask\_a\_question)

#### What will you do?

This intensive program will challenge marketing and non-marketing undergraduates alike. You will:



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- explore future-oriented marketing concepts
- learn to make informed finance and accounting decisions
- develop advanced strategic thinking and leadership skills
- apply cutting-edge analytical tools and techniques
- pursue electives aligned to your interests and career goals-from Social Entrepreneurship to Direct Wine Marketing
- gain deep insights into international pressures and global markets.

You'll also build strong business and marketing research skills, including through a major project.

#### Where could it take you?

Our graduates go on to exciting marketing careers in business, government, community service and not-for-profit organisations.

You could shape the future of global food, fashion or tech brands. You might analyse consumer data and suggest sales strategies based on your research. Perhaps you'll connect with partners in public relations or represent the athletic elite as a great

connect with partners in public relations or represent the athletic elite as a sports agent. Entry Requirements Fees and Scholarships

Careers

Degree Structure

Your role in today's marketing environment is limited only by your imagination.





Australia's #1
University for
entrepreneurship
education^





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^Accreditation Council for Entrepreneurial and Engaged Universities, 2017

# **Entry Requirements**

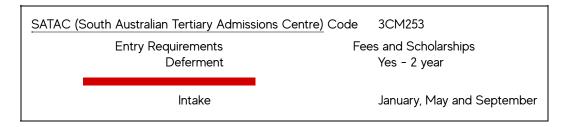
Choose your applicant type to view the relevant admissions information for this program. I am a:

Domestic International

Before applying make sure you understand the eligibility and entry requirements for your chosen degree.

Look out for any prerequisites or assumed knowledge subjects. Some degrees also have additional entry requirements like interviews and auditions.

# **Domestic applicants**



Careers Degree Structure

## Selection Criteria (/study/glossary/#pg\_selection)

### **Graduate entry**

Higher Education	A completed Bachelors degree or equivalent. Students may be eligible to complete the program in a full-time standard duration of 1.5 years of	n
Study	the basis of prior learning.	

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### **Admissions Transparency Data**

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### **Student Profile**

A	Semester one/Full year intake 2023		
Applicant background	Number of students	Percentage of all students	
International students	25	83.3%	
All students	30	100.0%	

# Ready to Apply?

Find out more about the application process and start your studies at the University of Adelaide.

Entry Requirements Fees and Scholarships
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Careers

Degree Structure

# Fees and Scholarships

Choose your applicant type to view the relevant fees and scholarships information for this program. I am a:

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## **Domestic applicants**

Indicative annual tuition fees (//www.adelaide.edu.au/study/glossary#fees-domestic-students) (/study/glossary/#annual)

-- Full fac place \$20

Australian Full-fee place: \$39,000

(//future.ask.adelaide.edu.au/app/ask\_la\_question)

Where the standard duration of the program is less than one year the full cost of the program is displayed.

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These scholarships, as well as many others funded by industry and non-profit organisations, are available to potential and currently enrolled students.

Find a Scholarship (/scholarships/).

# **Careers**

**Scholarships** 

## **Potential careers**

Graduates of this program have gone on to careers in:

Market Researcher, Marketilig Planner; Brand Marketer; Communications of the Product and Advertising Marketer; Public Relations Officer, Retall Marketer; Sales Manager; Marketer / Marketing Manager; Brand Manager

# **Degree Structure**

To qualify for the Master of Marketing, the student must complete satisfactorily a program of study with a combined total of not less than 48 units. Students may be eligible to complete the program in a full-time standard duration of 1.5 years on the basis of prior learning.

A Research Pathway is available for those students interested in the Higher Degree by Research. The entry to this pathway will be assessed on a case by-case basis by the Marketing Postgraduate Program Director based on a number of factors such as prior GPA, research experience, availability of supervisors etc. Call (tel:+61883137335)

## **Academic Program Rules**

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The <u>Calendar (http://calendar.adelaide.edu.au/)</u> is a comprehensive handbook of the University's academic program rules.

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To qualify for the degree of Master of Marketing, the student must complete satisfactorily a program of study with a combined field of Marketing, the student must complete satisfactorily a program of study with a combined field of Marketing, the student must complete satisfactorily a program of study with a combined field of Marketing, the student must complete satisfactorily a program of study with a combined field of Marketing, the student must complete satisfactorily a program of study with a combined field of Marketing, the student must complete satisfactorily a program of study with a combined field of Marketing, the student must complete satisfactorily a program of study with a combined field of Marketing, as the student must complete satisfactorily a program of study with a combined field of Marketing, as the student must complete satisfactorily a program of study with a combined field of Marketing (No. 1997).

- · Core courses to the value of 27 units
- Research project to the value of 6 units
- Electives to the value of 15 units

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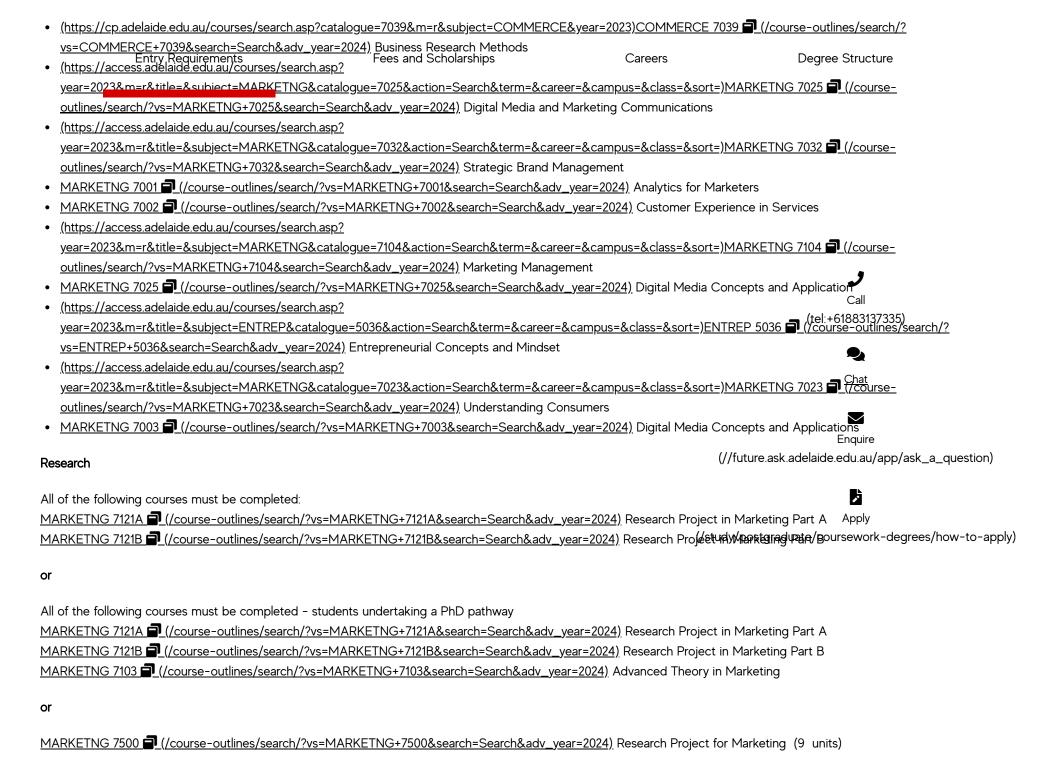
Students undertaking a PhD pathway complete the following:

- Core courses to the value of 27 units
- Research project to the value of 9 units
- Electives to the value of 12 units

## **Example Study Plan**

Core Courses

All students must complete the following core courses:



**Electives** 

Students must complete elective courses to the value of 15 units, unless completing the PhD pathway where students must complete elective courses to the value of 12 units.

Entry Requirements

Fees and Scholarships

Careers

Degree Structure

Electives may be chosen from any postgraduate courses offered by the University that are available to the student.

The University of Adelaide is committed to regular reviews of the courses and programs it offers to students. The University of Adelaide therefore reserves the right to discontinue or vary programs and courses without notice. Please read the important information contained in the <u>disclaimer (//www.adelaide.edu.au/legals/disclaimer)</u>.

Last updated: Monday, 19 Feb 2024

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	Free call: 1800 061 459 (tel:(1800)(1965)(/study/contact-us)	Postgraduate Coursework (/study/postgrad
	future.ask.adelaide.edu.au (https://future.ask.adelaide.edu.au/)	Postgraduate Research (/study/postgraduate (tel.+61883137335)
		International students (https://international.a
	(http://www.facebook.com/uniofadelaide) (http://twitter.com/uniofadelaide)	Adathers to the principal of the control of the con
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