MASTER OF MARKETING

OVERVIEW

Key facts

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| **Award** | Master of Marketing |
| **CRICOS code** | 093383K |
| **Start dates** | Semester 1 (March 2024), Semester 2 (July 2024) |
| **Duration** | 2 years full-time |
| **Available locations** | Melbourne (Bundoora) |
| **Scholarships** | [View fees and scholarships](https://www.latrobe.edu.au/courses/master-of-marketing#/fees?location=BU&studentType=int&year=2024) |
| **Annual tuition fee** | A$40 200 per 120 credit points. Note: 120 credit points represents full-time study for one year. |

About the Master of Marketing

In the ever-changing and competitive marketplace, professional marketers should be equipped with contemporary marketing skills supported by well-developed critical thinking and problem-solving mindsets.

The Master of Marketing provides you with comprehensive knowledge and skills of the foundation of marketing principles, organizational marketing strategies, and marketing tactics in line with the principles of the United Nations' sustainable development goal, including Responsible Consumption and Production, Health and Wellbeing, and Climate Action. To develop lifetime skills, you utilise your professional judgment by critically analysing the business environment and ethically solving marketing problems.

The Master of Marketing is aligned with industry demands and necessitates you to develop your professional skills through solving industry-based problems and engaging with industry experts.

The qualification awarded on graduation is recognised in the Australian Qualifications Framework (AQF) as Level 9 - Masters Degree.

Read lessabout the Master of Marketing