

# MASTER OF MARKETING (2817)

Approved Abbreviation: MMkt

Western Sydney University Program Code: 2817

AQF Level: 9

CRICOS Code: 099241J

This program applies to students who commenced in 2019 or later.

Technology has dramatically changed the way marketing professionals design, implement and evaluate marketing strategies. With an emphasis on digital marketing, this program prepares suitably qualified people for positions in marketing through an industry informed and applied education approach. The program is ideally suited for those wanting to cultivate their marketing knowledge to perform as managerial and professional marketers in a digitally informed environment.

## Early Exit

Students may exit this program on completion of 40 credit points with a 2818 Graduate Certificate in Marketing (exit only) (<https://hbook.westernsydney.edu.au/archives/2023-2024/programs/graduate-certificate-marketing-exit-only/>)

## Study Mode

Two years full time or four years part-time. One and a half years full time (three years part-time) or one year full time (two years part-time) programs are also available, depending upon entry qualifications (see Pathways listed under Program Structure).

## Program Advice

Dr Neeru Sharma (<https://directory.westernsydney.edu.au/search/profile/7574/>)

Prospective students should visit the following websites for general enquiries about this program.

Enquire about this program (<https://enquiry.westernsydney.edu.au/courseenquiry/>) | Local Admission (<https://www.westernsydney.edu.au/future/>) | International Admission (<https://www.westernsydney.edu.au/international/home/apply/admissions/>) |

## Location

| Campus                                   | Attendance | Mode     | Advice    |
|------------------------------------------|------------|----------|-----------|
| Parramatta City Campus- Macquarie Street | Full Time  | Internal | See above |
| Parramatta City Campus- Macquarie Street | Part Time  | Internal | See above |

## Accreditation

The Master of Marketing has been deemed to have satisfied the requirements of accreditation of Marketing subjects in accordance with the Australian Marketing Institute's Accreditation and Endorsement Program. On completion of an AMI Accredited program graduates are eligible for special graduate membership rates and credit towards becoming a Certified Practising Marketer (CPM) in a shorter duration of time. Specifically, graduates are eligible to apply for a reduction off the minimum five (5) years industry experience required before becoming a CPM.

## Association to Advance Collegiate Schools of Business (AACSB)

This program is accredited by the Association to Advance Collegiate Schools of Business (AACSB).

## Inherent Requirements

There are inherent requirements for this program that you must meet in order to complete your program and graduate. Make sure you read and understand the requirements for this program online.

Inherent Requirements ([https://www.westernsydney.edu.au/ir/inherent\\_requirements/inherent\\_requirements\\_for\\_accounting\\_courses/](https://www.westernsydney.edu.au/ir/inherent_requirements/inherent_requirements_for_accounting_courses/))

## Admission

- Master of Marketing - 2 year Pathway (160 credit points)**  
Applicants must have successfully completed an undergraduate degree, or higher, in any discipline.
- Master of Marketing - 1.5 year Pathway (120 credit points)**  
Applicants must have successfully completed an undergraduate degree, or higher, in a business discipline;  
Or  
Successfully completed an undergraduate degree, or higher, in any discipline and a minimum of two years full-time equivalent managerial/professional work experience in roles related to business management;  
Or  
Successfully completed an undergraduate degree, or higher, in any discipline and a minimum of five years full-time equivalent general work experience.  
Applicants seeking admission on the basis of work experience must support their application with a Statement of Service or CV for all work experience listed on the application.
- Master of Marketing - 1 year Pathway (80 credit points)**  
Applicants must have successfully completed an honours degree, graduate certificate, graduate diploma or higher, in a business discipline or a discipline in a related field; Or  
Successfully completed an undergraduate degree in a Business discipline (specifically marketing or related discipline) with a GPA of 5.0 or WAM (Weighted Average Mark) of 65+ (if provided on the academic record);  
Or  
Successfully completed an undergraduate degree in any business disciplines and a minimum of two years full-time equivalent managerial/professional work experience in roles related to marketing management

Applicants seeking admission on the basis of work experience must support their application with a Statement of Service for all work experience listed on the application.

Statement of Service form ([https://www.westernsydney.edu.au/content/dam/digital/pdf/Statement\\_of\\_Service.PDF](https://www.westernsydney.edu.au/content/dam/digital/pdf/Statement_of_Service.PDF))

Work experience will require validation by the relevant employer and cannot be used both as a means of admission and as the basis of an application for advanced standing. Work experience will be evaluated to assess whether prospective students have demonstrated a verifiable capability in management such that they are enabled to undertake the discipline-specific learning contained in this Masters-level program. This criterion is impacted directly by the requirements of a curriculum that addresses AQF Level 9 knowledge and skill outcomes including a stipulation that graduates have cognitive skills to demonstrate mastery of theoretical knowledge in business information management and to reflect critically on theory and professional practice or scholarship.

Applications from Australian and New Zealand citizens and holders of permanent resident visas may be made via the Universities Admissions Centre (UAC) or directly through the Western Portal. Use the links below to apply via UAC or Western Sydney University. Applications made directly to Western Sydney do not have an application fee.

<http://www.uac.edu.au/>  
<https://westernsydney.uac.edu.au/ws/>

Applicants who have undertaken studies overseas may have to provide proof of proficiency in English. Local applicants who are applying through the Universities Admissions Centre (UAC) will find details of minimum English proficiency requirements and acceptable proof on the UAC website. Local applicants applying directly to the University should also use the information provided on the UAC website.

<http://www.uac.edu.au/>

All other International applicants must apply directly to the University via the International Office.

International students applying to the University through the International Office can find details of minimum English proficiency requirements and acceptable proof on their website.

International Office (<http://www.westernsydney.edu.au/international/>)

Overseas qualifications must be deemed by the Australian Education International - National Office of Overseas Skills Recognition (AEI-NOOSR) to be equivalent to Australian qualifications in order to be considered by UAC and Western Sydney University.

#### Program Structure

### Master of Marketing - 2 year pathway

Qualification for this award requires the successful completion of 160 credit points which includes the units listed below.

| Subject                               | Title                                    | Credit Points |
|---------------------------------------|------------------------------------------|---------------|
| BUSM 7105                             | Business Analytics in Practice           | 10            |
| BUSM 7007                             | Business Communication Skills            | 10            |
| MKTG 7033                             | Customer Experience                      | 10            |
| MKTG 7034                             | Digital Marketing                        | 10            |
| ACCT 7015                             | Financial Reports for Decision Making    | 10            |
| MKTG 7035                             | Frontiers of Branding                    | 10            |
| BUSM 7048                             | Innovation, Creativity and Foresight     | 10            |
| MKTG 7019                             | Marketing Systems                        | 10            |
| MKTG 7036                             | MarketingMe                              | 10            |
| MKTG 7037                             | Multichannel Marketing                   | 10            |
| MKTG 7038                             | Social Marketing                         | 10            |
| BUSM 7099                             | Understanding Contemporary Organisations | 10            |
| Select one of                         |                                          | 20            |
| BUSM 7012                             | Business Project                         |               |
| BUSM 7055                             | Internship                               |               |
| Select two PG level elective subjects |                                          | 20            |
| <b>Total Credit Points</b>            |                                          | <b>160</b>    |

### Master of Marketing - 1.5 year pathway

Qualification for this award requires the successful completion of 120 credit points which includes the units listed below.

| Subject                              | Title                                | Credit Points |
|--------------------------------------|--------------------------------------|---------------|
| BUSM 7105                            | Business Analytics in Practice       | 10            |
| MKTG 7033                            | Customer Experience                  | 10            |
| MKTG 7034                            | Digital Marketing                    | 10            |
| MKTG 7035                            | Frontiers of Branding                | 10            |
| BUSM 7048                            | Innovation, Creativity and Foresight | 10            |
| MKTG 7019                            | Marketing Systems                    | 10            |
| MKTG 7036                            | MarketingMe                          | 10            |
| MKTG 7037                            | Multichannel Marketing               | 10            |
| MKTG 7038                            | Social Marketing                     | 10            |
| Select one of                        |                                      | 20            |
| BUSM 7012                            | Business Project                     |               |
| BUSM 7055                            | Internship                           |               |
| Select one PG level elective subject |                                      | 10            |
| <b>Total Credit Points</b>           |                                      | <b>120</b>    |

### Master of Marketing - 1 year pathway

Qualification for this award requires the successful completion of 80 credit points which includes the units listed below.

| Subject                    | Title                                | Credit Points |
|----------------------------|--------------------------------------|---------------|
| BUSM 7105                  | Business Analytics in Practice       | 10            |
| MKTG 7034                  | Digital Marketing                    | 10            |
| MKTG 7035                  | Frontiers of Branding                | 10            |
| BUSM 7048                  | Innovation, Creativity and Foresight | 10            |
| MKTG 7036                  | MarketingMe                          | 10            |
| MKTG 7037                  | Multichannel Marketing               | 10            |
| MKTG 7038                  | Social Marketing                     | 10            |
| Select one of              |                                      | 10            |
| BUSM 7070                  | Masters Project                      |               |
| BUSM 7008                  | Business Internship                  |               |
| <b>Total Credit Points</b> |                                      | <b>80</b>     |