

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/2024-2025/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/)

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)

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	Information 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	
From 2025 BUSM 7012 replaced by BUSM 7116 Business Project A & BUSM 7117 Business Project B.		
BUSM 7055	Internship	
From 2025 BUSM7055 replaced by BUSM 7118 Internship A and BUSM 7119 Internship B		
Select two PG level elective subjects		20
Total Credit Points		160

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	
From 2025 BUSM 7012 replaced by BUSM 7116 Business Project A & BUSM 7117 Business Project B.		
BUSM 7055	Internship	
From 2025 BUSM7055 replaced by BUSM 7118 Internship A and BUSM 7119 Internship B		
Select one PG level elective subject		10
Total Credit Points		120

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	
Total Credit Points		80

Replaced Subjects

The subjects listed below counts towards completion of this program for students who passed the subjects in Q1, 2025 or earlier.

BUSM 7012 Business Project (20cps), replaced by BUSM 7116 (<https://hbook.westernsydney.edu.au/archives/2024-2025/search/?P=BUSM%207116>) Business Project A (10cps) and BUSM 7117 (<https://hbook.westernsydney.edu.au/archives/2024-2025/search/?P=BUSM%207117>) Business Project B (10cps) from 2025.

BUSM 7055 Internship (20cps), replaced by BUSM 7118 (<https://hbook.westernsydney.edu.au/archives/2024-2025/search/?P=BUSM%207118>) Internship A (10cps) and BUSM 7119 (<https://hbook.westernsydney.edu.au/archives/2024-2025/search/?P=BUSM%207119>) Internship B (10cps) from 2025.