

MASTER OF APPLIED MARKETING

FAST FACTS

Caulfield[^]



1 year



Full time or
part time



Day and evening
classes



February
and July



CRICOS: 102559A

COURSE CODE: B6010

[^] The teaching mode is flexible. Students may undertake study on-campus and off-campus. This is applicable to both part time and full time students.

This innovative course is designed to help marketing professionals get ahead of the curve.

You'll blend cutting-edge research and practice to deepen your marketing knowledge, and make a positive impact on business and society. You'll not only study the latest theories and research influencing the industry – even more importantly, you'll build a toolkit of techniques, frameworks, and strategies necessary for a competent, responsible, and effective marketing leader.

You'll learn a range of marketing concepts, frameworks and techniques taught by leading academics and industry experts, with topics including advertising, company strategy and value creation. You'll also have the opportunity to study alongside marketing professionals from a range of industries.

The flexible study structure allows you to balance work and study, with some units offered in intensive block mode or evening classes, with synchronous delivery of content, allowing students to attend a session physically or access it online. You'll also have the opportunity to undertake a major corporate project or take part in our global study program to either Asia or Europe.

Course structure

The course is structured in two parts. Part A. Mastery knowledge and Part B. Application studies.

Part A. Mastery knowledge (30 points)	Part B. Application studies (18 points)
<p>Four units:</p> <ul style="list-style-type: none"> – Driving organisational value through marketing – Using marketing analytics for better decision making – Shaping ethical marketplaces – Marketing strategy masterclass (12 points) 	<p>Two or three units (18 credit points) from the following:*</p> <ul style="list-style-type: none"> – Major project (12 points)** – Establishing and building strong brands – Business to business marketing – Contemporary issues in marketing – Social media marketing – Managing distribution channels – Customer focused innovation – Global study programs in marketing

* You may seek permission from the Course Director to enrol in other marketing units.

** Students who undertake the major project will only need to complete one other elective unit (6 points) for Part B.



“The Master of Marketing is an engaging and interesting course that illustrates the role of marketing in the modern economy, and how marketing can provide value to any business. More than ever, I am fascinated by the interaction between consumers and businesses. What I really enjoyed was the opportunity to apply cutting-edge theoretical thinking to practical scenarios, both in the classroom and the workplace.”

MITCHELL ALEXANDER
Master of Marketing

Entry requirements

An Australian bachelor degree (or equivalent) in a cognate discipline* with a preferred Weighted Average Mark (WAM) of 60, or an equivalent GPA as determined by the Faculty, and a minimum of three years relevant employment experience.

OR

An Australian undergraduate honours degree (or equivalent) in a cognate discipline* with a preferred Weighted Average Mark (WAM) of 60 and a minimum of one year relevant employment experience.

Applicants will be ranked based on relevant employment experience, their entire academic record and statement of purpose.

A full curriculum vitae (CV) including details of two referees and a statement of purpose.

* Any Australian Bachelor degree (or equivalent)

ENGLISH LANGUAGE REQUIREMENTS

All applicants must demonstrate English language proficiency at the required standard

- > IELTS (Academic): 6.5 overall, no band lower than 6.0, or equivalent approved English test; *OR*
- > Tertiary study undertaken in an English medium institution; *OR*
- > Other acceptable measures include a combination of approved qualifications and residence/work experience within in an English speaking country
- > See <https://www.monash.edu/admissions/english-language-requirements>

Don't meet the English language requirements?
Apply for the Monash Bridging Program
monashcollege.edu.au/courses/english/monash-english-bridging

Where could it lead?

Learning from industry leaders and influencers, you'll find yourself on the cutting-edge of marketing practice. If you've already started a career in marketing, this degree will help you progress into more advanced and innovative roles.

Why choose Monash Business School?

A degree from Monash Business School comes with global recognition, to help you launch a successful career wherever you land. We hold the prestigious 'triple accreditation' with the world's three major business school accreditation bodies – putting us in the top 1% of business schools worldwide.

But that's not the only reason our graduates stand out. In an industry characterised by disruption, we'll challenge you to broaden your outlook, think more creatively and put innovative ideas to the test.

**RANKED NO.57
IN THE WORLD**

QS World University
Rankings 2023

**RANKED NO.44
IN THE WORLD**

Times Higher Education World
University Rankings 2023



monash.edu/business