

## Master of Marketing Management (MGM301.1)

Please note these are the 2021 details for this course

### Domestic students

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Selection rank

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English language  
requirements

An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).

[View IELTS equivalences](#)

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Duration 2.0 years

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UAC code 880208

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Faculty Faculty of Business, Government & Law

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Discipline Canberra Business School

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Location UC - Canberra, Bruce

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Fees 2021: \$25,400 per year  
2022: \$25,800 per year

**Disclaimer:**

Annual fee rates

The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Students enrolled in a Commonwealth Support Place (CSP) are required to make a contribution towards the cost of their education, which is set by the Commonwealth Government. Information on Commonwealth Supported Places, HECS-HELP and how fees are calculated can be found [here](#).

### International students

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Academic entry  
requirements

To study at UC, you'll need to meet our academic entry requirements and any admission requirements specific to your course. Please read your course admission requirements below. To find out whether you meet UC's academic entry requirements, visit our [academic entry requirements page](#).

[View UC's academic entry requirements](#)

<b>English language requirements</b>	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>
<b>CRICOS code</b>	098211A
<b>Faculty</b>	Faculty of Business, Government & Law
<b>Discipline</b>	Canberra Business School
<b>Location</b>	UC - Canberra, Bruce
<b>Duration</b>	2.0 years
<b>Fees</b>	2021: \$35,000 per year 2022: \$35,600 per year <b>Disclaimer:</b>  Annual fee rates  The fees shown are the annual fee rates for the course. The annual rate is the fee that applies to standard full-time enrolment, which is 24 credit points. The final fee charged is based on the proportion of 24 credit points in which a student enrolls. Information on how fees are calculated can be found <a href="#">here</a> .

## About this course

The Master of Marketing Management is designed to equip you for managerial positions requiring a broad understanding of marketing and its essential role within your organisation. It is designed for people who are working in a marketing area and want to complement their practical knowledge with a sound theoretical base, or those contemplating a career in a marketing field. The course provides a comprehensive program for those without prior studies in Marketing or with a major in Marketing in their undergraduate studies. All graduates will have a grounding in the core areas of marketing, consumer behaviour, marketing research, international marketing, and marketing management.

## Professional accreditation

Not applicable.

## Admission requirements

Applicants must have an undergraduate degree or equivalent as approved by the University.

## Assumed knowledge

None.

## Periods course is open for new admissions

Year	Location	Teaching period	Teaching start date	Domestic	International
2021	UC - Canberra, Bruce	Semester 1	08 February 2021	✓	✓

2021	UC - Canberra, Bruce	Semester 2	02 August 2021	✓	✓
2022	UC - Canberra, Bruce	Semester 1	07 February 2022	✓	✓
2022	UC - Canberra, Bruce	Semester 2	01 August 2022	✓	✓
2023	UC - Canberra, Bruce	Semester 1	06 February 2023	✓	✓
2023	UC - Canberra, Bruce	Semester 2	31 July 2023	✓	✓
2024	UC - Canberra, Bruce	Semester 1	05 February 2024	✓	✓
2024	UC - Canberra, Bruce	Semester 2	29 July 2024	✓	✓

## Credit arrangements

There are currently no formal credit transfer arrangements for entry to this course. Any previous study or work experience will only be considered as part of the application process in accordance with current [course rules and university policy](#). Credit is not permitted towards completion of a graduate certificate.

## Course requirements

### Master of Marketing Management (MGM301) | 48 credit points

#### Required - Must pass 39 credit points as follows

- Economics for Managers G (6234) | 3 credit points – Level G
- International Marketing PG (6244) | 3 credit points – Level P
- Marketing G (6261) | 3 credit points – Level G
- Human Behaviour in Organisations G (9502) | 3 credit points – Level G
- Institutions of Law and Government G (9582) | 3 credit points – Level G
- Business and Management in Context G (9637) | 3 credit points – Level G
- Entrepreneurship PG (9691) | 3 credit points – Level P
- Negotiation and Sales Management G (11332) | 3 credit points – Level G
- Business Decision Making G (11396) | 3 credit points – Level G
- Consumer and Buyer Behaviour PG (11420) | 3 credit points – Level P
- Strategic Marketing Management PG (11421) | 3 credit points – Level P
- Digital Marketing PG (11424) | 3 credit points – Level P
- Marketing Research Methods PG (11430) | 3 credit points – Level P

#### Restricted Choice - 9 credit points as follows

##### Part A - Must pass 6 credit points from the following

- Brand, Strategy and Integration PG (9106) | 3 credit points – Level P
- Marketing Communication Principles G (9109) | 3 credit points – Level G
- Advertising G (9112) | 3 credit points – Level G
- Service Management G (11419) | 3 credit points – Level G

Relationship Marketing PG (11423) | 3 credit points – Level P

**Part B - Must pass 3 credit points from the following**

Business and Government Internship PG (8506) | 3 credit points – Level P

BGL Research Project PG (9504) | 3 credit points – Level P

BGL Industry Project PG (11397) | 3 credit points – Level P

In addition to course requirements, in order to successfully complete your course you may need to meet the inherent requirements. Please refer to the [inherent requirements statement](#) applicable to your course

## Typical study pattern

### UC - Canberra, Bruce

Standard Full Time, Semester 1 Commencing

#### Year 1

##### Semester 1

Business Decision Making G (11396)

Business and Management in Context G (9637)

Institutions of Law and Government G (9582)

Marketing G (6261)

##### Semester 2

Restricted Choice Part A Unit

Economics for Managers G (6234)

Entrepreneurship PG (9691)

Human Behaviour in Organisations G (9502)

#### Year 2

##### Semester 1

Consumer and Buyer Behaviour PG (11420)

Restricted Choice Part A Unit

International Marketing PG (6244)

Marketing Research Methods PG (11430)

##### Semester 2

Negotiation and Sales Management G (11332)

Restricted Choice Part B Unit

Digital Marketing PG (11424)

Strategic Marketing Management PG (11421)

Standard Full Time, Semester 2 Commencing

#### Year 1

##### Semester 2

Business Decision Making G (11396)

Business and Management in Context G (9637)

Human Behaviour in Organisations G (9502)

Marketing G (6261)

#### Year 2

##### Semester 1

Consumer and Buyer Behaviour PG (11420)

Economics for Managers G (6234)

##### Semester 2

Digital Marketing PG (11424)

Entrepreneurship PG (9691)

[Institutions of Law and Government G \(9582\)](#)

[Negotiation and Sales Management G \(11332\)](#)

[Marketing Research Methods PG \(11430\)](#)

[Strategic Marketing Management PG \(11421\)](#)

Year 3

Semester 1

Restricted Choice Part B Unit

Restricted Choice Part A Unit

[International Marketing PG \(6244\)](#)

## Course information

### Course duration

Standard 2 years full time or equivalent. Maximum 6 years.

### Learning outcomes

Learning outcomes	Related graduate attributes
Critically evaluate a range of core and contemporary concepts and theories of organisations and their management;	<p>UC graduates are professional: employ up-to-date and relevant knowledge and skills; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
Analyse and synthesise information and be able to critique and effectively communicate in a business and management context;	<p>UC graduates are lifelong learners: employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduate are global citizens: communicate effectively in diverse cultural and social settings.</p> <p>UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
Apply concepts, theories and experience to business problems and propose sustainable solutions demonstrating initiative, creativity and social responsibility;	<p>UC graduates are professional: employ up-to-date and relevant knowledge and skills; communicate effectively; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduate are global citizens: think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; and behave ethically and sustainably in their professional and personal lives.</p>

	<p>UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
<p>Analyse and synthesise contemporary theory and practice relating to the external context in which organisations operate;</p>	<p>UC graduates are professional: employ up-to-date and relevant knowledge and skills; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduate are global citizens: think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; and understand issues in their profession from the perspective of other cultures.</p> <p>UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
<p>Analyse and apply a range of contemporary entrepreneurial and enterprise skills and approaches to business innovation and organisational change;</p>	<p>UC graduates are professional: employ up-to-date and relevant knowledge and skills; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduate are global citizens: think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; and understand issues in their profession from the perspective of other cultures.</p> <p>UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
<p>Critically analyse and integrate marketing management theory to future work challenges and practices in an organisational context;</p>	<p>UC graduates are professional: employ up-to-date and relevant knowledge and skills; and use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems.</p> <p>UC graduate are global citizens: think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; and understand issues in their profession from the perspective of other cultures.</p> <p>UC graduates are lifelong learners: adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.</p>
<p>Develop, articulate and apply competencies and behaviours consistent with professional certification standards in marketing.</p>	<p>UC graduates are professional: employ up-to-date and relevant knowledge and skills; communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; display initiative and drive, and use their organisational skills to plan and manage their workload; and take pride in their professional and personal integrity.</p> <p>UC graduate are global citizens: think globally about issues in their profession; adopt an</p>

informed and balanced approach across professional and international boundaries; understand issues in their profession from the perspective of other cultures; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; and behave ethically and sustainably in their professional and personal lives.

UC graduates are lifelong learners: reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; be self-aware; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; and evaluate and adopt new technology.

## Awards

Award	Official abbreviation
Master of Marketing Management	M MktgMgt

## Alternative exits

Alternative Exits: Graduate Certificate in Business Graduate Diploma in Business

## Enrolment data

2020 enrolments for this course by location. Please note that enrolment numbers are indicative only and in no way reflect individual class sizes.

Location	Enrolments
UC - Canberra, Bruce	24

## Enquiries

Student category	Contact details
Current and Commencing Students	In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email <a href="mailto:bglstudent@canberra.edu.au">bglstudent@canberra.edu.au</a>
Prospective Domestic Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)
Prospective International Students	Email <a href="mailto:international@canberra.edu.au">international@canberra.edu.au</a> , Tel +61 2 6201 5342

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University of Canberra, Bruce ACT 2617 Australia

+61 2 6201 5111

ABN 81 633 873 422

UC acknowledges the Ngunnawal people, traditional custodians of the lands where Bruce campus is situated. We wish to acknowledge and respect their continuing culture and the contribution they make to the life of Canberra and the region. We also acknowledge all other First Nations Peoples on whose lands we gather.