

# Master of Marketing Management (MGM301.1)

Please note these are the 2021 details for this course

## Domestic students

Selection rank	
Delivery mode	On campus
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School
UAC code	880208
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent).
	<a href="#">View IELTS equivalences</a>

## International students

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.
	<a href="#">View UC's academic entry requirements</a>

Delivery mode	On campus
Location	Bruce, Canberra
Duration	2.0 years
Faculty	Faculty of Business, Government & Law
Discipline	Canberra Business School
CRICOS code	098211A
English language requirements	An IELTS Academic score of 6.5 overall, with no band score below 6.0 (or equivalent). <a href="#">View IELTS equivalences</a>

# About this course

## Make millions of good impressions

Cultivate collaboration, innovation and critical thinking with UC's Master of Marketing Management.

Whether you're currently working in a marketing area and looking to enhance your practical expertise, or you are considering a career transition into marketing, UC's Master of Marketing Management is designed to prepare you with the necessary skills and knowledge for managerial positions in an increasingly dynamic business landscape.

Through a combination of functional coursework, interactive discussions, case studies and hands-on projects, you will gain a comprehensive understanding of marketing strategies, consumer insights, market research techniques and effective management practices. Across the course, you'll be equipped with the expertise and confidence to take on challenging marketing roles in various industries, ranging from multinational corporations to entrepreneurial ventures.

Whether your aspirations lie in brand management, digital marketing, market research or strategic marketing, our Master of Marketing Management will empower you to make a significant impact in your organisation and excel in your marketing career.

## Study a Master of Marketing Management at UC and you will:

- develop the ability to create effective marketing strategies that align with organisational goals.
- gain insights into consumer motivations, preferences and decision-making processes.
- explore social media marketing, search engine optimisation (SEO) and content marketing, as well as virtual reality

platforms that are used in digital marketing.

- evaluate the economic and policy environment of Australian and international markets and how they affect business management.
- use creativity, critical thinking, analysis and research skills to provide practical solutions to marketing problems.
- increase your understanding of global markets, cross-cultural considerations and strategies for expanding into international markets.

## Career opportunities

A Master of Marketing Management degree opens doors to a wide range of career opportunities and exciting roles across industries and sectors, including:

- Marketing Manager
- Marketing Consultant
- Digital Marketing Specialist
- Marketing Communications Manager
- Marketing Director
- Market Research Analyst
- Product Manager
- PR Manager
- Social Media Manager
- Advertising Manager
- Entrepreneur/Startup Founder.

# 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
2025	Bruce, Canberra	Semester 1	03 February 2025	✓	✓
2025	Bruce, Canberra	Semester 2	28 July 2025	✓	✓
2026	Bruce, Canberra	Semester 1	16 February 2026	✓	✓

2026	Bruce, Canberra	Semester 2	10 August 2026	✓	✓
2027	Bruce, Canberra	Semester 1	15 February 2027	✓	✓
2027	Bruce, Canberra	Semester 2	09 August 2027	✓	✓

## Credit arrangements

A credit transfer arrangement is available for this course for the following institutions:

### University Of Canberra College

[Graduate Certificate in Academic Foundations \(31406\)](#)

# Course requirements

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

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

[Expand All](#) | [Collapse All](#)

[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](#)

[Research Methods PG \(9505\) | 3 credit points – Level P](#)

[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](#)

- In 2023, unit 11430 Marketing Research Methods PG has been replaced by unit 9505 Research Methods PG as a core unit within the Master of Marketing Management.

### Restricted Choice - 9 credit points as follows

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

Service Management G (11419) | 3 credit points – Level G

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

Industry and Identity: Challenges and Triumphs G (11638) | 3 credit points – Level G

Global Marketing Communication and Branding PG (11639) | 3 credit points – Level P

- Previous Restricted Choice options 9106 Brand, Strategy and Integration, 9109 Marketing Communication Principles and 9112 Advertising are no longer offered however can still count towards Part A.

## 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 must 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)

Economics for Managers G (6234)

Marketing G (6261)

#### Semester 2

Entrepreneurship PG (9691)

Human Behaviour in Organisations G (9502)

Relationship Marketing PG (11423)

Service Management G (11419)

### Year 2

**Semester 1**

[Consumer and Buyer Behaviour PG \(11420\)](#)

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

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

[Research Methods PG \(9505\)](#)

**Semester 2**

[Digital Marketing PG \(11424\)](#)

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

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

Restricted Choice Part B Unit

## Standard Full Time, Semester 2 Commencing

**Year 1****Semester 2**

[Business Decision Making G \(11396\)](#)

[Human Behaviour in Organisations G \(9502\)](#)

[Marketing G \(6261\)](#)

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

**Year 2****Semester 1**

[Business and Management in Context G \(9637\)](#)

[Consumer and Buyer Behaviour PG \(11420\)](#)

[Economics for Managers G \(6234\)](#)

[Research Methods PG \(9505\)](#)

**Semester 2**

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

Restricted Choice Part A Unit

[Digital Marketing PG \(11424\)](#)

[Entrepreneurship PG \(9691\)](#)

**Year 3**

**Semester 1**

Restricted Choice Part B Unit

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

Restricted Choice Part A Unit

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

## Standard Part Time, Semester 1 Commencing

**Year 1****Semester 1**

[Business Decision Making G \(11396\)](#)

[Marketing G \(6261\)](#)

**Semester 2**

[Human Behaviour in Organisations G \(9502\)](#)

[Service Management G \(11419\)](#)

**Year 2****Semester 1**

[Business and Management in Context G \(9637\)](#)

[Economics for Managers G \(6234\)](#)

**Semester 2**

[Entrepreneurship PG \(9691\)](#)

[Relationship Marketing PG \(11423\)](#)

**Year 3****Semester 1**

[Consumer and Buyer Behaviour PG \(11420\)](#)

[Research Methods PG \(9505\)](#)

**Semester 2**

[Digital Marketing PG \(11424\)](#)

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

**Year 4**

**Semester 1**

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

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

**Semester 2**

Restricted Choice Part B Unit

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

## Standard Part Time, Semester 2 Commencing

**Year 1****Semester 2**

[Human Behaviour in Organisations G \(9502\)](#)

[Service Management G \(11419\)](#)

**Year 2****Semester 1**

[Business Decision Making G \(11396\)](#)

[Marketing G \(6261\)](#)

**Semester 2**

[Digital Marketing PG \(11424\)](#)

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

**Year 3****Semester 1**

[Business and Management in Context G \(9637\)](#)

[Economics for Managers G \(6234\)](#)

**Semester 2**

[Entrepreneurship PG \(9691\)](#)

[Relationship Marketing PG \(11423\)](#)

**Year 4****Semester 1**

[Consumer and Buyer Behaviour PG \(11420\)](#)



[Research Methods PG \(9505\)](#)

**Semester 2**

Restricted Choice Part B Unit

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

**Year 5**

**Semester 1**

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

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

# Course information

## Course duration

Standard 2 years full time or part-time equivalent. Maximum 6 years from date of enrolment to date of course completion.

## Learning outcomes

Learning outcomes	Related graduate attributes
Analyse and apply a range of contemporary entrepreneurial and enterprise skills and approaches to business innovation and organisational change.	<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; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.</p> <p>UC graduates 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; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>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</p>

	<p>with new ideas; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
<p>Critically evaluate a range of core and contemporary concepts and theories of organisations and their management.</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; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.</p> <p>UC graduates 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; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>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; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
<p>Analyse information and be able to critique and effectively communicate in a business and management context.</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; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an</p>

	<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; behave ethically and sustainably in their professional and personal lives.</p> <p>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; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways; apply their knowledge to working with Indigenous Australians in socially just ways.</p>
<p>Apply concepts, theories and experience to business problems and propose sustainable solutions demonstrating initiative, creativity and social responsibility.</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; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload; take pride in their professional and personal integrity.</p> <p>UC graduates are global citizens: Think globally about issues in their profession; adopt an informed and balanced approach across professional and international boundaries; communicate effectively in diverse cultural and social settings; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>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; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Apply their knowledge to working with Indigenous Australians in socially just ways.</p>
<p>Synthesise contemporary theory and practice relating to the external</p>	<p>UC graduates are professional: Employ up-to-date and relevant knowledge and skills;</p>

context in which organisations operate.	<p>communicate effectively; use creativity, critical thinking, analysis and research skills to solve theoretical and real-world problems; work collaboratively as part of a team, negotiate, and resolve conflict; display initiative and drive, and use their organisational skills to plan and manage their workload.</p> <p>UC graduates 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; make creative use of technology in their learning and professional lives; behave ethically and sustainably in their professional and personal lives.</p> <p>UC graduates are lifelong learners: Reflect on their own practice, updating and adapting their knowledge and skills for continual professional and academic development; adapt to complexity, ambiguity and change by being flexible and keen to engage with new ideas; evaluate and adopt new technology.</p> <p>UC graduates are able to demonstrate Aboriginal and Torres Strait Islander ways of knowing, being and doing: Communicate and engage with Indigenous Australians in ethical and culturally respectful ways.</p>
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## Awards

Award	Official abbreviation
Master of Marketing Management	M MktgMgt

## Alternative exits

Alternative Exits:

Graduate Diploma in Business

## Enquiries

Student category	Contact details
Prospective Domestic Students	Email <a href="mailto:study@canberra.edu.au">study@canberra.edu.au</a> or Phone 1800 UNI CAN (1800 864 226)

Current and Commencing

In person, Student Centre Building 1 (take a BGL Faculty course advice ticket) or Email

Students

bglstudent@canberra.edu.au

Prospective International  
Students

Email [international@canberra.edu.au](mailto:international@canberra.edu.au), Tel +61 2 6201 5342

## Download your course guide



# Scholarships

Find the scholarship that's the right fit for you

[Explore Scholarships](#)

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CRICOS 00212K

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TEQSA Provider ID: PRV12003 (Australian University)

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.