**Master of Marketing**

**Likely roles include:**
- Marketing coordinator
- Brand manager
- Market analyst
- Public relations officer

**240 points; 18 months**

The Master of Marketing is an 18-month coursework masters degree programme designed for graduates who are looking for career opportunities in marketing.

You will gain the knowledge, practical skills and networks to engage in the rapidly changing global marketplace.

**Career prospects**

Our professional masters programmes are designed to prepare you for the workplace and help you stand out in a competitive job market.

Master of Marketing graduates will be well equipped to enter a career in the marketing or communications service sector with internationally-oriented organisations, building on their knowledge and skills in contemporary marketing and strategic management.

**Degree structure**

The Master of Marketing is an 18-month, 240-point programme studied over six quarters.

You will study core business courses before continuing on to a set of specialised marketing courses.

You will also complete four professional development modules as an important component of your degree. These will equip you with the professional skills that you will need to enhance your employability and success in the business world.

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**Core**
1. Managing People and Organisations
2. Economics for Managers

**Core in Marketing**
3. Financial Reporting and Control
4. Business Analytics

**Specialisation in Marketing**
5. Marketing Management
6. Understanding Consumers

**Specialisation in Marketing**
7. Marketing Communications
8. International Human Resource Management

**Advanced Specialisation in Marketing**
9. Strategic Management
10. Strategic Digital Marketing
11. Competing in Asia

**Advanced Specialisation in Marketing**
12. Consultancy Practice
13. Marketing Research Project
14. Consultancy Project for Mktg

**Professional Development**

*Provisional sequence, refer 2017 calendar*
## Course descriptions

<table>
<thead>
<tr>
<th>Core</th>
<th>BUSMGT 711</th>
<th>Managing People and Organisations</th>
<th>15 points</th>
<th>Focuses on the foundations of organisational behaviour and managing within the workplace. Examines the challenges that managers and leaders face in managing people and organisations.</th>
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<tr>
<td></td>
<td>BUSMGT 712</td>
<td>Business Analytics</td>
<td>15 points</td>
<td>Focuses on fact-based and data-driven decision making in a volatile, uncertain, complex, and ambiguous (VUCA) world. Examines decision biases and tools to overcome decision making under VUCA.</td>
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<td></td>
<td>BUSMGT 713</td>
<td>Financial Reporting and Control</td>
<td>15 points</td>
<td>Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.</td>
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<tr>
<td></td>
<td>BUSMGT 714</td>
<td>Economics for Managers</td>
<td>15 points</td>
<td>Examines attributes and behaviours of consumers, firms, markets and institutions and their impacts on the macroeconomy. Focuses on the micro and macroeconomic aspects of market actors from a managerial perspective.</td>
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### Specialisation

| BUSMGT 761 | 15 points | International Human Resource Management | Examines the management of international workforces in multinational corporations. Explores the impact of culture on managing people in cross-border contexts. |
| BUSMGT 751 | 15 points | Marketing Management                  | Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas. |
| BUSMGT 752 | 15 points | Understanding Consumers               | Focuses on the analysis of markets and buyers. It will involve the basic principles and application of market research. The course will also cover buyer behaviour concepts. |
| BUSMGT 754 | 15 points | Marketing Communications              | Analysis of the individual components of the marketing communications mix. Critically evaluates the role of marketing communications in supporting brand, product and service strategy. |

### Advanced specialisation

| BUSMGT 717 | 15 points | Strategic Management                | Applies core conceptual frameworks in the evaluation and formulation of corporate and business strategy. Includes topics such as innovation, diversification and strategic change. |
| BUSMGT 755 | 15 points | Strategic Digital Marketing         | Examines current and emerging research in marketing communications and evaluates contemporary practice. Focuses on the effective integration of digital strategies in marketing planning, implementation and practice. |
| BUSMGT 743 | 15 points | Competing in Asia                   | Develops highly specialised knowledge about the changing institutional and business environments in key economies in the Asia-Pacific region. Requires independent research and analysis to critically evaluate the implications of such changes for innovation, business strategy and understanding customers. |
| BUSMGT 710 | 15 points | Consultancy Practice                | Develops the tools and frameworks required to engage in consultancy work. Engages students in problem framing, identifying and employing appropriate methodologies, and developing and presenting solutions to specific problems. Considers the dynamics of client-consultant relationships. |

**Plus a choice of one of the following courses**

| BUSMKT 703 | 30 points | Marketing Research Project          | Explores marketing within the business environment through research of a marketing issue and the production of a written analytical research report that addresses that marketing issue. |
| BUSMKT 711 | 30 points | Consultancy Project for MMktg       | A research-informed consultancy project based on a marketing internship with a company or other appropriate organisation with written and oral reports of the findings. |

### Professional development

| BUSMGT 701 | 7.5 points | Module 1 | Establishes an understanding of the complexity of organisational contexts and the challenges and issues which confront managers. Provides opportunities for the development of applied communication skills and personal career planning strategies to become an agile, reflective professional. |
| BUSMGT 702 | 7.5 points | Module 2 | Develops key interpersonal strategies and skills to manage self and function effectively and cooperatively as a professional in a range of business environments. Creates understanding of an entrepreneurial mindset and emphasises techniques for identifying and evaluating business opportunities and presentation of self to the marketplace. |
| BUSMGT 703 | 7.5 points | Module 3 | Engages the emerging manager in developing skills and capabilities that will enhance the ability to work effectively and manage others including cross-border contexts. Focuses on the application of tools and models through role plays and case studies. |
| BUSMGT 704 | 7.5 points | Module 4 | Focuses on the development of advanced professional attributes which are essential to leadership including influencing others and managing change. Develops skills and competencies including advanced communication through the critical analysis of applied scenarios, cases and simulations. |

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The information in this document is provided as a general guide only for students and is subject to alteration.