



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 be-

fore 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.

Core 1	Core 2	Specialisation in Marketing 3	Specialisation in Marketing 4	Advanced Specialisation in Marketing 5	Advanced Specialisation in Marketing 6
<ul style="list-style-type: none"> • Managing People and Organisations • Economics for Managers 	<ul style="list-style-type: none"> • Financial Reporting and Control • Business Analytics 	<ul style="list-style-type: none"> • Marketing Management • Understanding Consumers 	<ul style="list-style-type: none"> • Advertising, Branding, and PR • Marketing Communications 	<ul style="list-style-type: none"> • Strategic Management • Strategic Digital Marketing • Competing in Asia 	<ul style="list-style-type: none"> • Consultancy Practice PLUS ONE OF... • Marketing Research Project • Consultancy Project for MMktg

Professional Development

See overleaf for more detailed course descriptions



Course descriptions

Core	BUSMGT 711 Managing People and Organisations 15 points	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.
	BUSMGT 712 Business Analytics 15 points	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.
	BUSMGT 713 Financial Reporting and Control 15 points	Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.
	BUSMGT 714 Economics for Managers 15 points	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.

Specialisation	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 756 - 15 points Advertising, Branding, and PR	Develops the essential frameworks and tools for operating in specialised marketing agencies such as advertising, branding, media, PR, or similar. Examines the work of marketing agencies, and equips students with a mobile repertoire of practical skills required by marketing agencies.
	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 Strategic Management 15 points	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 Strategic Digital Marketing 15 points	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 Competing in Asia 15 points	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.
	BUSMKT 710 Consultancy Practice 15 points	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 Marketing Research Project 30 points	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 Consultancy Project for MMktg 30 points	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 self as an individual within a personal, cultural and 'emerging professional' context. 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. Builds on personal and professional goals focussing on the presentation of self to the market place.
	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 to develop an understanding of the complexity of organisational contexts and the challenges and issues which confront managers.
	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. Creates understanding of an entrepreneurial mind-set and emphasises techniques for identifying and evaluating business opportunities. Develops skills and competencies including advanced communication through the critical analysis of applied scenarios.