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.

Core

1
• Managing People and Organisations
• Economics for Managers

2
• Financial Reporting and Control
• Business Analytics

Specialisation in Marketing

3
• Marketing Management
• Advertising, Branding, and PR

4
• Understanding Consumers
• Marketing Communications

Advanced Specialisation in Marketing

5
• Strategic Management
• Strategic Digital Marketing
• Competing in Asia

6
• Consultancy Practice

PLUS ONE OF...
• Marketing Research Project
• Consultancy Project for MMktg

See overleaf for more detailed course descriptions
Course descriptions

Core

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSMGT 711</td>
<td>Managing People and Organisations</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMGT 712</td>
<td>Business Analytics</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMGT 713</td>
<td>Financial Reporting and Control</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMGT 714</td>
<td>Economics for Managers</td>
<td>15 points</td>
</tr>
</tbody>
</table>

**Professional Core**

- 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.

- 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.

- Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.

- 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSMGT 751</td>
<td>Marketing Management</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMGT 752</td>
<td>Understanding Consumers</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMGT 753</td>
<td>Marketing Communications</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMGT 754</td>
<td>Advertising, Branding, and PR</td>
<td>15 points</td>
</tr>
</tbody>
</table>

**Professional Specialisation**

- Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.

- 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.

- Focuses on the analysis of markets and buyers. The course will also cover buyer behaviour concepts.

- 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

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credit Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUSMGT 717</td>
<td>Strategic Management</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMKT 703</td>
<td>Consultancy Practice</td>
<td>15 points</td>
</tr>
<tr>
<td>BUSMKT 710</td>
<td>Marketing Research Project</td>
<td>30 points</td>
</tr>
</tbody>
</table>

**Professional Development**

- Applies core conceptual frameworks in the evaluation and formulation of corporate and business strategy. Includes topics such as innovation, diversification and strategic change.

- 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.

- 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.

- 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.

- 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.

COHORT 13

---

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