



# MASTER OF MANAGEMENT (MARKETING)

*CURRICULUM  
INFORMED BY  
WORLD-CLASS  
ACADEMIC RESEARCH*

*ENGAGE WITH  
HIGHLY SUCCESSFUL  
INDUSTRY EXECUTIVES  
TO ENHANCE YOUR  
LEARNING*

*LEARN FROM EXPERTS  
WHO ADVISE BRANDS  
LIKE COCA-COLA,  
UNILEVER AND  
FACEBOOK*

In the Master of Management (Marketing) degree you will learn contemporary management skills and study areas such as marketing strategy, planning and leadership. You will gain the confidence to manage organisations and achieve business objectives in an efficient and effective manner.

UniSA is home to the Ehrenberg-Bass Institute for Marketing Science, the world's largest Institute for research into marketing. You will learn from these leading scientists who advise senior marketing executives from all over the world. You will benefit from an evidence-based approach to marketing, and access the latest in practical industry research.

In your marketing specialisation you will learn from these leading scientists who advise senior marketing executives from all over the world. You will benefit from an evidence-based approach to marketing, and access the latest in practical industry research.

You will be immersed in real-world challenges and have access to industry placements, overseas study tours and elective courses to suit your personal and professional development needs. During your studies you will develop an advanced understanding of business and management and graduate with the capabilities to be a successful leader and decision-maker in any business setting.

Join the top 1% of Business Schools, one of only 167 business schools worldwide to be awarded EQUIS accreditation, the world's leading international accreditation for business schools (EFMD Quality Improvement System).



Business  
School

Program code: DMMX  
SATAC code: 4CM199  
Duration: 1.5 years (full-time)  
Intake dates: February, July

## WHAT YOU WILL LEARN

The Master of Management (Marketing) comprises 12 courses. You will complete four Business School core courses and four Marketing specialisation courses.

## COURSE OUTLINE

*Business Analytics and the Data-Driven Organisation*

*Business Ethics*

*People, Leadership and Performance*

*Strategic Concepts*

*Buyer Behaviour Insights*

*Marketing Strategy and Planning*

*Advanced Marketing Analytics*

*Marketing Management*

*Specialisation Elective*

*Specialisation Elective*

*Elective*

*Elective*

## CAREER OUTCOMES

Graduates of this degree will be equipped to become leaders and decision-makers in the world of marketing. Many have gone on to undertake senior roles in communications and marketing, brand management, market research and public relations.

## ENTRY REQUIREMENTS

For entry into this program, applicants are required to have completed a bachelor degree, a graduate diploma or a graduate certificate with a recognised higher education institution with a grade point average of 4 or above.

## ADVANCED STANDING

Eligible applicants can complete this degree in 1.5 years of full time study (or the equivalent part time) with Advanced Standing. You may be eligible if you have successfully completed one of the following:

- a bachelor degree in a business discipline;
- a bachelor degree which includes a major in business, commerce, marketing or management; OR
- a graduate certificate in a business discipline.

## HOW TO APPLY

Applications for the Master of Management (Marketing) can be made via [satac.edu.au/postgraduate](https://satac.edu.au/postgraduate)

## FOR MORE INFORMATION

[unisabusinessschool.edu.au/study/postgraduate/marketing/](https://unisabusinessschool.edu.au/study/postgraduate/marketing/)



## Emma Nicholls

Marketing Consultant, Brand Science

*"I wanted to develop my marketing research skills, but I also knew that a broader business qualification would be needed to progress my career."*

*"The quality of teaching staff is excellent and students are challenged and supported to develop a whole range of business skills, as well as contemporary marketing research knowledge."*

*"Opportunities presented by the unique set-up of the Ehrenberg-Bass Institute for Marketing Science allowed me to apply both undergraduate and postgraduate learnings in a commercial context."*

Make an enquiry  
(08) 8302 2376

[unisa.edu.au/enquiry](https://unisa.edu.au/enquiry)

International students via [unisa.edu.au/Study-at-UniSA/International-students/Enquire-online/](https://unisa.edu.au/Study-at-UniSA/International-students/Enquire-online/)



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