

**Program Code**

MCOMC

**Program Minimum Units**

36

**Standard Duration**

1.5 Years

**Program Faculty**

Faculty of Professions

**AQF Level**

09

**Academic Year**

2022

**Special Notes**

This program will no longer be open for enrolments to commencing students from Trimester 2, 2022.

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

**Overview**

The Master of Marketing is designed to provide a comprehensive, up-to-date understanding of concepts, techniques and professional applications in marketing to graduates of non-marketing disciplines. For students with a recognised marketing degree, advanced level marketing courses provide greater depth and breadth in strategic thinking and analytical tools in marketing and business.

The Master of Marketing is an AQF Level 9 Masters Conversion qualification with a standard duration of 1.5 years.

**Conditions**

Condition of Enrolment

*Interruption of program:* Students must apply for permission from the Faculty before taking a Leave of Absence. Any extension of the leave without approval will result in the loss of place in the program but an application may be made to be re-admitted to the program subject to the admission procedures in place at the time.

**Academic Program Rules for Master of Marketing (MMktg)**

There shall be a Master of Marketing (MMktg).

**Qualification Requirements****Academic Program**

To qualify for the degree of Master of Marketing, the student must complete satisfactorily a program of study consisting of the following requirements with a combined total of not less than 36 units, comprising:

1. Core courses to the value of 27 units
2. Elective courses to the value of 3 units
3. Research courses to the value of 6 units

### Prior Learning

Students with cognate knowledge may be approved by the Program Coordinator to complete additional electives in lieu of core courses to the equivalent unit value.

### Core Courses

To satisfy the requirements for Core Courses students must complete courses to the value of 27 units.

All of the following courses must be completed:

- MANAGEMENT 7104 [Marketing Management](#) (3 units)
- MARKETNG 7023 [Understanding Consumers \(M\)](#) (3 units)
- MARKETNG 7024 [Developing Global Markets \(M\)](#) (3 units)
- MARKETNG 7025 [Integrated Marketing Communications \(M\)](#) (3 units)
- MARKETNG 7032 [Strategic Marketing \(M\)](#) (3 units)
- ECON 7200 [Economic Principles \(M\)](#) (3 units)
- ACCTING 7025 [Accounting Essentials for Decision Makers \(M\)](#) (3 units)
- COMMGMT 7006 [People and Organisations \(M\)](#) (3 units)
- COMMERCE 7039 [Business Research Methods \(M\)](#) (3 units)

### Research

To satisfy the requirements for Research students must complete courses to the value of 6 units.

All of the following courses must be completed:

- MARKETNG 7120 [Research Project in Marketing \(M\)](#) (6 units)

### Elective courses

To satisfy the requirements for Elective courses students must complete courses to the value of 3 units.

Electives may comprise any postgraduate courses offered by the Adelaide Business School that are available to the student.

**Published on:** 30 November, 2021 | 16:55:46

DISCLAIMER: The information in this publication is current as at the date of printing and is subject to change. You can find updated information on our website at [adelaide.edu.au](http://adelaide.edu.au) With the aim of continual improvement the University of Adelaide is committed to regular reviews of the degrees, diplomas, certificates and courses on offer. As a result the specific programs and courses available will change from time to time. Please refer to [adelaide.edu.au](http://adelaide.edu.au) for the most up to date information or contact us on 1800 061 459. The University of Adelaide assumes no responsibility for the accuracy of information provided by third parties.

CRICOS 00123M © The University of Adelaide.

Content generated from <http://calendar.adelaide.edu.au>