MASTER OF APPLIED MARKETING

You’ll blend cutting-edge research and practice to deepen your marketing knowledge, and make a positive impact on business and society. You’ll not only study the latest theories and research influencing the industry – even more importantly, you’ll build a toolkit of techniques, frameworks, and strategies necessary for a competent, responsible, and effective marketing leader.

You’ll be taught a range of marketing concepts, frameworks, and techniques by leading academics and industry experts, with topics including advertising, company strategy and value creation. You’ll also have the opportunity to study alongside marketing professionals from a range of industries.

The flexible study structure allows you to balance work and study, with some units offered in intensive block mode, in the evening classes or online. You’ll also have the opportunity to undertake a corporate project thesis or take part in our global study program.

Course structure

The course is structured in two parts. Part A. Mastery knowledge and Part B. Application studies.

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<tr>
<th>Part A. Mastery knowledge (30 points)</th>
<th>Part B. Application studies (18 points)</th>
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<td>Four units:</td>
<td>Two or three units (18 credit points) from the following:*</td>
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<td>– Driving organisational value through marketing</td>
<td>– Major project (6 or 12 points)</td>
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<td>– Using marketing analytics for better decision making</td>
<td>– Establishing and building strong brands</td>
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<td>– Shaping ethical marketplaces</td>
<td>– Managing business networks</td>
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<td>– Marketing strategy masterclass (12 points)</td>
<td>– Contemporary issues in marketing</td>
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<td>– Social media marketing</td>
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<td>– Managing distribution channels</td>
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<td>– Customer focused innovation</td>
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<td>– Global study programs in marketing</td>
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* You may seek permission from the Course Director to enroll in other marketing units.
Entry requirements
An Australian bachelor degree (or equivalent) in a cognate discipline with a preferred Weighted Average Mark (WAM) of 60, or an equivalent GPA as determined by the Faculty, and a minimum of three years employment experience.

OR
An Australian undergraduate honours degree (or equivalent) in a cognate discipline with a preferred Weighted Average Mark (WAM) of 60 and a minimum of one year employment experience.

Applicants will be ranked based on relevant employment experience, their entire academic record and statement of purpose.

A full curriculum vitae (CV) including details of two referees and a statement of purpose.

Where could it lead?
Learning from industry leaders and influencers, you’ll find yourself on the cutting-edge of marketing practice. If you’ve already started a career in marketing, this degree will help you progress into more advanced and innovative roles.

Why choose Monash Business School?
A degree from Monash Business School comes with global recognition, to help you launch a successful career wherever you land. We hold the prestigious ‘triple accreditation’ with the world’s three major business school accreditation bodies – putting us in the top 1% of business schools worldwide.

But that’s not the only reason our graduates stand out. In an industry characterised by disruption, we’ll challenge you to broaden your outlook, think more creatively and put innovative ideas to the test.

ENGLISH LANGUAGE REQUIREMENTS
All applicants must demonstrate English language proficiency at the required standard:
> IELTS (Academic): 6.5 overall, no band lower than 6.0, or equivalent approved English test; OR
> Tertiary study undertaken in an English medium institution; OR
> Other acceptable measures include a combination of approved qualifications and residence/work experience within an English speaking country.
> See https://www.monash.edu/admissions/english-language-requirements

Don’t meet the English language requirements?
Apply for the Monash Bridging Program
monashcollege.edu.au/courses/english/monash-english-bridging

"The Master of Marketing is an engaging and interesting course that illustrates the role of marketing in the modern economy, and how marketing can provide value to any business. More than ever, I am fascinated by the interaction between consumers and businesses. What I really enjoyed was the opportunity to apply cutting-edge theoretical thinking to practical scenarios, both in the classroom and the workplace."

MITCHELL ALEXANDER
Master of Marketing

monash.edu/business