



Master of Marketing Graduate Certificate in Marketing



Why study marketing?

"... the business enterprise has two - and only two - basic functions: marketing and innovation. Marketing and innovation produce results; all the rest are costs."

Peter Drucker

Leading management thinker

Marketing is a dynamic field that is fundamental to all organisations. Staying ahead of the competition requires a sound understanding of the market.

Marketing focuses on the market – the external environment and the needs of current and potential consumers of products and services. Marketing also includes developing strategies for product/services, pricing, distribution, and promotion.

In the rapidly changing business environment, marketing is particularly relevant. It enables IT managers to research current and future customer needs and develop strategies to maintain a strong competitive advantage.

Why Charles Sturt University?

Meeting the needs of industry – The Marketing courses at Charles Sturt University (CSU) are designed specifically to provide the knowledge and skills to help you succeed in your career. The marketing academics at Charles Sturt University have a wide range of industry experience. CSU is one of a few universities to offer marketing programs that are truly workplace focused.

Excellence in teaching – Charles Sturt University realises that a university's primary purpose is education, and has a strong focus on teaching standards and innovation in subject delivery and student development.

Experts in distance education – Charles Sturt University is a recognised leader in providing high quality tertiary education around the world. Distance education is our speciality. While we do apply an appropriate mix of conventional and online materials, we also understand the importance of support and flexibility and develop our programs and learning resources accordingly.



Nathan Grey with Zelma Bone,
Courses Manager, School of Business

"The Australian Rugby Union Players Association encourages everyone to pursue tertiary study. I wanted to tailor all I'd learnt through the rugby union into sports marketing and decided to take on a Bachelor of Business, majoring in Marketing through CSU.

"After graduating in 2008, and having had a good learning experience, I decided to take the next step and enrolled in CSU's Master of Marketing.

"I have been really impressed with the people I have dealt with from CSU and, because I'm studying by distance education as I am so far away from Australia, I have found the help with each subject online to be invaluable."

Nathan Grey

former Australian Rugby Union player



What will I study?

A wide range of postgraduate subjects are offered to meet the needs of varied industries, allowing you the flexibility to select subjects that are relevant to you.

In addition to the following specialised marketing subjects available in the Graduate Certificate, you can also select management, finance and accounting subjects within the Master program:

Marketing Management

Gain a sound introduction to the field of marketing, with coverage of fundamental theories and frameworks for understanding the marketplace and developing successful strategies.

Business to Business Marketing

Focus on the industries that provide products or services to other businesses rather than directly to the end consumer.

Customer Behaviour

Discover applied psychology and marketing practice that will help you to understand your customer.

Electronic Marketing

Focus on the particular challenges and opportunities involved in doing business, or simply promoting your business, electronically.

Global Marketing

Explore the strategies required when dealing with international markets.

Integrated Marketing Communications

Gain an understanding of the various ways to get an effective message across to your customers.

Managing Product and Service Innovation

Understand how product and service ideas are developed and brought successfully to the market place.

Marketing and Organisational Research

Uncover the processes and tools used to research the business environment and customer needs and habits.

Marketing Strategy

Develop an understanding of the process for developing and/or maintaining a strategy to gain competitive advantage.

Services Marketing

Discover the specific theories that help organisations that deal with intangible products (like IT), to develop successful marketing strategies.

How do I find out more?

For more information on these degrees, please contact info.csu on 1800 227 337 or email inquiry@csu.edu.au



Which postgraduate course?

Graduate Certificate in Marketing

The four subjects in the Graduate Certificate can be completed in 12 – 16 months.

This course provides you with critical marketing theories and practical applications, and allows you to move straight onto the Master degree.

Master of Marketing

In the Master degree you will complete 8-12 subjects, depending on previous study, which can be completed in 16 months.

This program provides a more intensive exploration of marketing theory and practice. The course will enable you to analyse complex marketing situations by applying appropriate frameworks and theories.

Both the Graduate Certificate in Marketing and the Master of Marketing are available by distance education.

www.csu.edu.au

For more information about courses and how to apply, please contact info.csu:

Freecall in Australia: 1800 227 337
International callers: +61 2 6338 6077
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Email: inquiry@csu.edu.au
Web inquiry: www.csu.edu.au/study/inquiry



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