

# Master of Marketing Articulated Set

*includes:*

## **Master of Marketing**

**Graduate Diploma of Marketing** *[Exit Point Only]*

**Graduate Certificate in Marketing**

The Master of Marketing provides graduates with specialised knowledge and skills in marketing and related areas. The course aims to develop operational and strategic capabilities which can be practically applied across a broad range of marketing and business areas. The course is structured to help graduates develop critical thinking, problem solving, decision making and effective communication skills.

The Graduate Diploma of Marketing provides specialised knowledge and skills in marketing and related areas. The course aims to develop operational and strategic capabilities which can be practically applied across a broad range of marketing areas. The course is structured to help graduates develop critical thinking, problem solving, decision making and effective communication skills.

The Graduate Certificate in Marketing provides specialised knowledge and skills in marketing and related areas. The course is structured to help graduates develop critical thinking, problem solving, decision making and effective communication skills.

## **The course includes the following awards:**

Graduate Certificate in Marketing *GradCertMkt*

Graduate Diploma of Marketing *GradDipMkt*

Master of Marketing *MMkt*

## **Course Study Modes and Locations**

**Graduate Certificate in Marketing (2301MK)**

*Distance Education - Bathurst*

**Master of Marketing (2704MK)**

### *Distance Education - Bathurst*

Availability is subject to change, please verify prior to enrolment.

## **Normal course duration**

### **Master of Marketing**

Full-time 1.5 years (3.0 sessions)

The Master degree is delivered three sessions per annum. Normally a student studying part-time, taking two subjects a session, will complete the course within two years (FTE=1.5).

### **Graduate Diploma of Marketing [Exit Point Only]**

Full-time 1.0 years (2.0 sessions)

### **Graduate Certificate in Marketing**

Full-time 0.5 years (1.0 sessions)

Normal course duration is the effective period of time taken to complete a course when studied Full-time (Full-time Equivalent: FTE). Students are advised to consult the Enrolment Pattern for the actual length of study. Not all courses are offered in Full-time mode.

## **Admission criteria**

[CSU Admission Policy](#)

### **Master of Marketing**

For entry to the Master of Marketing, applicants are required to have an undergraduate degree from a recognised Australian tertiary institution (or equivalent) and appropriate work experience. Applicants without a tertiary qualification may be admitted to the Graduate Certificate in Marketing on the basis of professional attainment and/or work experience. Upon successful completion of the Graduate Certificate, students will be eligible for admission to the Master of Marketing and receive credit for applicable subjects.

### **Graduate Certificate in Marketing**

Applicants without a tertiary qualification may be admitted to the Graduate Certificate in Marketing on the basis of professional attainment and/or work experience. Upon successful

completion of the Graduate Certificate, students will be eligible for admission to the Master of Marketing and receive credit for applicable subjects.

## Credit

[CSU Credit Policy](#)

### Master of Marketing

N/A

### Graduate Certificate in Marketing

N/A

## Articulation

The Master, Graduate Diploma [*Exit Point Only*] and Graduate Certificate make up an articulated set of courses and credit is given in each higher level course for the subjects completed in the lower.

## Graduation requirements

### Master of Marketing

To graduate students must satisfactorily complete 96 points.

### Graduate Diploma of Marketing [*Exit Point Only*]

To graduate students must satisfactorily complete 64 points.

### Graduate Certificate in Marketing

To graduate students must satisfactorily complete 32 points.

## Course Structure

### Graduate Certificate in Marketing

**Core subjects:**

[MKT501](#)Marketing Management

[MKT510](#)Customer Behaviour

[MKT560](#)Marketing and Organisational Research

Plus one subject from the following:

[MKT570](#)Integrated Marketing Communications

[MKT540](#)Marketing Strategy

[MKT520](#)Managing Product and Service Innovation

[MKT525](#)Electronic Marketing

[MKT550](#)Global Marketing

[MKT561](#)Services Marketing

[MKT562](#)Business to Business Marketing

**Master of Marketing****Core subjects**

[MKT501](#)Marketing Management

[MKT510](#)Customer Behaviour

[MKT560](#)Marketing and Organisational Research

[MKT570](#)Integrated Marketing Communications

[MKT540](#)Marketing Strategy

[MKT520](#)Managing Product and Service Innovation

[MKT550](#)Global Marketing

[MKT561](#)Services Marketing

[MKT562](#)Business to Business Marketing

Plus any three 500 level elective subjects offered by the Faculty of Business

**Graduate Diploma in Marketing (Exit point only)**

Students may elect to exit the course at the Graduate Diploma level if they have completed:

[MKT501](#)Marketing Management

[MKT510](#)Customer Behaviour

[MKT560](#)Marketing and Organisational Research

[MKT570](#)Integrated Marketing Communications

[MKT540](#)Marketing Strategy

[MKT520](#)Managing Product and Service Innovation

Plus two subjects from the following:

[MKT525](#)Electronic Marketing  
[MKT550](#)Global Marketing  
[MKT561](#)Services Marketing  
[MKT562](#)Business to Business Marketing

### **Enrolment Pattern**

The course is delivered across three teaching sessions commencing in late February (Session 1), mid July (Session 2) and mid November (Session 3) each year. Students who study part-time and enrol in two subjects per session can expect to complete the Masters course within two years. Students may vary their study loads in consultation with their Course Director.

Suggested enrolment patterns are provided below:

### **Graduate Certificate in Marketing**

#### **Intake Session 1**

##### **Session 1**

[MKT501](#)Marketing Management  
[MKT510](#)Customer Behaviour

##### **Session 2**

[MKT560](#)Marketing and Organisational Research

Plus one subject from

[MKT550](#)Global Marketing  
[MKT561](#)Services Marketing  
[MKT570](#)Integrated Marketing Communications

#### **Intake Session 2**

##### **Session 2**

[MKT560](#)Marketing and Organisational Research

Plus one subject from

[MKT550](#)Global Marketing  
[MKT561](#)Services Marketing

[MKT570](#)Integrated Marketing Communications

**Session 3**

[MKT501](#)Marketing Management

[MKT510](#)Customer Behaviour

**Intake Session 3**

**Session 3**

[MKT501](#)Marketing Management

[MKT510](#)Customer Behaviour OR [MKT540](#)Marketing Strategy

**Session 1**

[MKT510](#)Customer Behaviour (if not studied in Session 3)

Plus one (or two) subject from:

[MKT520](#)Managing Product and Service Innovation

[MKT525](#)Electronic Marketing

[MKT562](#)Managing Business Relationships

**Master of Marketing**

**Intake Session 1**

**Session 1**

[MKT501](#)Marketing Management

[MKT510](#)Customer Behaviour

**Session 2**

[MKT560](#)Marketing and Organisational Research

Plus one subject from

[MKT550](#)Global Marketing

[MKT561](#)Services Marketing

[MKT570](#)Integrated Marketing Communications

**Session 3**

[MKT540](#)Marketing Strategy  
Elective subject

### **Session 1**

Two subjects from

[MKT520](#)Managing Product and Service Innovation  
[MKT525](#)Electronic Marketing  
[MKT562](#)Managing Business Relationships

### **Session 2**

Two subjects from

[MKT550](#)Global Marketing  
[MKT561](#)Services Marketing  
[MKT570](#)Integrated Marketing Communications

### **Session 3**

Two elective subjects

### **Intake Session 2**

### **Session 2**

Two subjects from

[MKT550](#)Global Marketing  
[MKT561](#)Services Marketing  
[MKT570](#)Integrated Marketing Communications

### **Session 3**

[MKT501](#)Marketing Management  
[MKT510](#)Customer Behaviour

### **Session 1**

Two subjects from

[MKT520](#)Managing Product and Service Innovation  
[MKT525](#)Electronic Marketing

[MKT562](#)Managing Business Relationships

**Session 2**

[MKT560](#)Marketing and Organisational Research

Plus one subject from

[MKT550](#)Global Marketing

[MKT561](#)Services Marketing

[MKT570](#)Integrated Marketing Communications

**Session 3**

[MKT540](#)Marketing Strategy

One Elective subject

**Session 1**

Two Elective subjects

**Intake Session 3**

**Session 3**

[MKT501](#)Marketing Management

[MKT510](#)Customer Behaviour

**Session 1**

Two subjects from

[MKT520](#)Managing Product and Service Innovation

[MKT525](#)Electronic Marketing

[MKT562](#)Managing Business Relationships

**Session 2**

[MKT560](#)Marketing and Organisational Research

Plus one subject from

[MKT550](#)Global Marketing

[MKT561](#)Services Marketing



[MKT570](#)Integrated Marketing Communications

### **Session 3**

[MKT540](#)Marketing Strategy  
One Elective subject

### **Session 1**

One Elective subject

Plus one subject from

[MKT520](#)Managing Product and Service Innovation

[MKT525](#)Electronic Marketing

[MKT562](#)Managing Business Relationships

One Elective subject

### **Session 2**

One Elective subject

Plus one subject from

[MKT550](#)Global Marketing

[MKT561](#)Services Marketing

[MKT570](#)Integrated Marketing Communications

### **Contact**

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or email [inquiry@csu.edu.au](mailto:inquiry@csu.edu.au)

*The information contained in the 2016 CSU Handbook was accurate at the date of publication: October 2015. The University reserves the right to vary the information at any time without notice.*

[Back](#)