

# Master of Marketing Articulated Set

*includes:*

**Master of Marketing**  
**Graduate Diploma of Marketing [Exit Point Only]**  
**Graduate Certificate in Marketing**

**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 (2317MK)**

*Distance Education - Bathurst*

**Master of Marketing (2717MK)**

*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)

Part-time 3.0 years (6.0 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)

Part-time 2.0 years (4.0 sessions)

**Graduate Certificate in Marketing**

Full-time 0.5 years (1.0 sessions)

Part-time 1.0 years (2.0 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

#### **Restricted Electives**

*Plus two from*

[MKT513](#) Social Marketing

[MKT520](#) Managing Product and Service Innovation

[MKT525](#) Digital & Social Media Marketing

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

## **Master of Marketing**

### **Core subjects**

[MKT501](#) Marketing Management  
[MKT510](#) Customer Behaviour  
[MKT540](#) Marketing Strategy [capstone]  
[MKT560](#) Big Data and Marketing Analytics  
[MKT570](#) Integrated Marketing Communications

### **Restricted Electives**

*Plus four from*

[MKT513](#) Social Marketing  
[MKT520](#) Managing Product and Service Innovation  
[MKT525](#) Digital & Social Media Marketing  
[MKT550](#) Global Marketing  
[MKT561](#) Services Marketing

### **Unrestricted Electives**

*Plus any three Business or Business-related Level 5 subjects from the Faculty of Business, Justice and Behavioural Sciences*

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

Students may elect to exit the course at the Graduate Diploma level by completing:

### **Core subjects**

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

### **Restricted Electives**

*Plus six from*

[MKT513](#) Social Marketing  
[MKT520](#) Managing Product and Service Innovation  
[MKT525](#) Digital & Social Media Marketing  
[MKT540](#) Marketing Strategy [capstone]  
[MKT550](#) Global Marketing  
[MKT560](#) Big Data and Marketing Analytics  
[MKT561](#) Services Marketing  
[MKT570](#) Integrated Marketing Communications

## 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

Restricted Elective

Restricted Elective

#### Intake Session 2

##### Session 2

[MKT501](#) Marketing Management

Restricted Elective

##### Session 3

[MKT510](#) Customer Behaviour

Restricted Elective

#### Intake Session 3

##### Session 3

[MKT501](#) Marketing Management

[MKT510](#) Customer Behaviour

##### Session 1

Restricted Elective  
Restricted Elective

## **Master of Marketing**

### **Intake Session 1**

#### **Session 1**

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

#### **Session 2**

[MKT570](#) Integrated Marketing Communications  
Restricted Elective

#### **Session 3**

Unrestricted Elective  
Unrestricted Elective

#### **Session 1**

Restricted Elective  
Restricted Elective

#### **Session 2**

[MKT560](#) Big Data and Marketing Analytics  
Restricted Elective

#### **Session 3**

[MKT540](#) Marketing Strategy [capstone]  
Unrestricted Elective

### **Intake Session 2**

#### **Session 2**

[MKT501](#) Marketing Management  
Restricted Elective

### **Session 3**

[MKT510](#) Customer Behaviour  
Unrestricted Elective

### **Session 1**

Restricted Elective  
Restricted Elective

### **Session 2**

[MKT560](#) Big Data and Marketing Analytics  
[MKT570](#) Integrated Marketing Communications

### **Session 3**

[MKT540](#) Marketing Strategy [capstone]  
Unrestricted Elective

### **Session 1**

Restricted Elective  
Unrestricted Elective

### **Intake Session 3**

### **Session 3**

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

### **Session 1**

Restricted Elective  
Restricted Elective

### **Session 2**

[MKT560](#) Big Data and Marketing Analytics  
[MKT570](#) Integrated Marketing Communications

### **Session 3**

[MKT540](#) Marketing Strategy [capstone]  
Unrestricted Elective

### **Session 1**

Restricted Elective  
Unrestricted Elective

### **Session 2**

Restricted Elective  
Unrestricted Elective

## **Contact**

### **Current Students**

For any enquiries about subject selection or course structure you will need to contact your Course Director. You can find the name and contact details for your Course Director in your offer letter or contact your School office.

### **Prospective Students**

For further information about Charles Sturt University, or this course offering, please contact info.csu on 1800 334 733 (free call within Australia) or [enquire online](#).

*The information contained in the 2017 CSU Handbook was accurate at the date of publication: May 2017. The University reserves the right to vary the information at any time without notice.*

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