



**Business
Masters**

Master of Marketing

Likely roles include:

- Marketing coordinator
- Brand manager
- Market analyst
- Public relations officer

240 points; 18 months

The Master of Marketing is an 18-month coursework masters degree programme designed for graduates who are looking for career opportunities in marketing.

You will gain the knowledge, practical skills and networks to engage in the rapidly changing global marketplace.

Career prospects

Our professional masters programmes are designed to prepare you for the workplace and help you stand out in a competitive job market.

Master of Marketing graduates will be well equipped to enter a career in the marketing or communications service sector with internationally-oriented

organisations, building on their knowledge and skills in contemporary marketing and strategic management.

Degree structure

The Master of Marketing is an 18-month, 240-point programme studied over six quarters.

You will study core business courses along with specialist marketing courses and a marketing consultancy project.

You will also complete two professional development modules as an important component of your degree.

These will equip you with the professional skills that you will need to enhance your employability and success in the business world.

Core	Core	Specialisation in Marketing	Specialisation in Marketing	Advanced Specialisation in Marketing	Advanced Specialisation in Marketing
1	2	3	4	5	6
<ul style="list-style-type: none"> • Managing People and Organisations • Economics for Managers 	<ul style="list-style-type: none"> • Financial Reporting and Control • Principles of Business Analytics 	<ul style="list-style-type: none"> • Marketing Management • Branding Strategy • Professional Development 	<ul style="list-style-type: none"> • Strategic Digital Marketing • Understanding Consumers • Communicating Business Insights 	<ul style="list-style-type: none"> • Strategic Management • International Business Environment • International Business Strategy 	<ul style="list-style-type: none"> • Consultancy Practice • Consultancy Project for MMktg

See overleaf for more detailed course descriptions



Course descriptions

Core	BUSMGT 711 - 15 points Managing People and Organisations	Focuses on the foundations of organisational behaviour and managing within the workplace. Examines the challenges that managers and leaders face in managing people and organisations.
	BUSMGT 712 - 15 points Principles of Business Analytics	Focuses on fact-based and data-driven decision making in a volatile, uncertain, complex, and ambiguous (VUCA) world. Examines decision biases and tools to overcome decision making under VUCA.
	BUSMGT 713 - 15 points Financial Reporting and Control	Focuses on essential accounting knowledge for effective resource allocation and for quantifying, assessing, and communicating information about the health of the enterprise.
	BUSMGT 714 - 15 points Economics for Managers	Examines attributes and behaviours of consumers, firms, markets and institutions and their impacts on the macroeconomy. Focuses on the micro and macroeconomic aspects of market actors from a managerial perspective.

Specialisation	BUSMGT 751 - 15 points Marketing Management	Focuses on the core concepts and principles of marketing theory and practice using examples from New Zealand and overseas.
	BUSMGT 756 - 15 points Branding Strategy	Develops the essential frameworks and tools for operating in specialised marketing agencies such as advertising, branding, media, PR, or similar. Examines the work of marketing agencies, and equips students with a mobile repertoire of practical skills required by marketing agencies.
	BUSMGT 707 - 15 Points Professional Development	Develops key interpersonal strategies and communication skills to become an agile, reflective professional and to manage the professional self effectively and cooperatively in a range of business environments. Enhances the emerging manager's ability to lead and influence others in both cross-cultural contexts and uncertainty.
	BUSMGT 755 - 15 points Strategic Digital Marketing	Examines current and emerging research in marketing communications and evaluates contemporary practice. Focuses on the effective integration of digital strategies in marketing planning, implementation and practice.
	BUSMGT 752 - 15 points Understanding Consumers	Focuses on the analysis of markets and buyers. It will involve the basic principles and application of market research. The course will also cover buyer behaviour concepts.
	BUSMGT 708 - 15 points Communicating Business Insights	Equips students with the ability to utilise data visualisation tools and techniques in crafting and adapting data communication strategies for different types of audiences. Develops critical evaluation of the presentation of data and the implications for ethical communication.

Advanced specialisation	BUSMGT 717 - 15 points Strategic Management	Applies core conceptual frameworks in the evaluation and formulation of corporate and business strategy. Includes topics such as innovation, diversification and strategic change.
	BUSMGT 741 - 15 points International Business Environment	Provides an understanding of macro-environment issues that businesses operating internationally face. Develops students' analytical thinking and decision making skills with the use of analytical tools and case studies.
	BUSMGT 745 - 15 Points International Business Strategy	Explores strategic aspects of managing a firm in an international context. Emphasizes the development of skills to understand and analyse the issues that firms face in operating in international markets and value chains, and the emergence and development of business and corporate level international business strategy.
	BUSMKT 710 - 15 points Consultancy Practice	Develops the tools and frameworks required to engage in consultancy work. Engages students in problem framing, identifying and employing appropriate methodologies, and developing and presenting solutions to specific problems. Considers the dynamics of client-consultant relationships.
	BUSMKT 711 - 30 points Consultancy Project for MMktg	A research-informed consultancy project based on a marketing internship with a company or other appropriate organisation with written and oral reports of the findings.

The information in this document is provided as a general guide only for students and is subject to alteration.