

Melbourne Business School

Master of Marketing

Program description	The Master of Marketing program is designed to equip professionals with the academic foundations, the application competencies, the professional confidence and the high-level connections their careers demand. The Master of Marketing equips marketing managers with an understanding of: • the nature of markets in a dynamic, global, information-intensive environment; • the cutting-edge concepts, processes and managerial frameworks of marketing; • the changing nature of marketing management theory and practice, and • the competence to apply tools and techniques for marketing analysis, planning, implementation and evaluation.								
Study mode	Part-time study; predominantly evening classes, some Saturday classes are offered.								
Duration	2 years								
Subjects	13 subjects (9 compulsory and 4 electives)								
Cost	\$32,500 (\$2,500 per subject)								
Intakes	January, May and September								
Entry requirements	For entry into the Master of Marketing applicants should possess: • an undergraduate degree, no specific undergraduate major is preferred (candidates without tertiary qualifications should contact the National Enquiry Centre to discuss their study options.) • a minimum of two years full-time, postgraduate work experience Applicants are also required to provide two references and to respond to three personal statement questions in support of their application. Entry to the Master of Marketing is also available via the Postgraduate Diploma in Management (Marketing) (PDM (Marketing)). For further information on this program and transfer requirements, please visit www.mbs.edu/pdmmarketing								
Application closing dates	<table><tr><td>Intake</td><td>Closing date</td></tr><tr><td>January</td><td>November 30</td></tr><tr><td>May</td><td>March 31</td></tr><tr><td>September</td><td>July 31</td></tr></table>	Intake	Closing date	January	November 30	May	March 31	September	July 31
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January	November 30								
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Further information	A program brochure and online application system can be located at www.mbs.edu/enquiries								
Contact us	National Enquiry Centre programs@mbs.edu Tel. +61 3 9349 8788								