

Our Marketing program

Australian Graduate School of Entrepreneurship



swinburne.edu.au/agse



Be the cutting edge

In 2001, Swinburne University of Technology founded the Australian Graduate School of Entrepreneurship (AGSE). This makes us Australia's first dedicated entrepreneurship school. We see disruption as an opportunity. And that's the mindset we teach.

Get exclusive access to Swinburne's vibrant entrepreneurship community, which includes the Innovation Studio, and take advantage of its workshops, masterclasses and Accelerator Program – kickstart your business idea while you study!

Building on Swinburne's longstanding practice of real-world leadership, the curriculum in each AGSE degree is co-created with industry leaders. On top of that, you'll get the best of two worlds: industry practitioners, known as pracademics, teaching alongside Swinburne academics.

The practical application of your learning experience is further emphasised with industry speakers, on-site events, real-life case studies, and guest lecturers from industry and academia.

You'll be building new networks from your first day.



**#1
MELB**

We rank #1 in Melbourne for satisfaction with the staff to student interaction in postgraduate programs*

**TOP
5%**

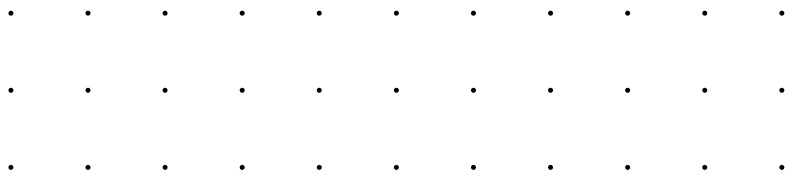
Accreditation from the AACSB puts the Swinburne School of Business, Law and Entrepreneurship in the top 5% of business schools worldwide.

**RANKED
#43**

Swinburne is ranked #43 in the world in the Times Higher Education (THE) Young University Rankings#

* QILT: Student Experience Survey 2020 and 2021
Times Higher Education Young University Ranking 2023





Master of Marketing

Hone your strategy skills to accelerate business growth. Find audiences where others wouldn't think to look. Learn to use data and the tools of digital marketing to guide or validate lateral thinking. Then test yourself with real-world projects.

Whether you're at an agency for a seminar or hearing from a marketing director in class, the program will put you face-to-face with the people and industries shaping the marketing landscape. When you complete the course, you'll confidently navigate and lead change in any environment you find yourself in. That's the edge you owe yourself.

Who you are

You're looking to have strategic and entrepreneurial capabilities in marketing, branding and communications. You think it's time to advance your life and career.

Where it can take you

You'll be capable of taking a whole-of-business approach to marketing and will be equipped to take on senior roles in digital marketing, advertising, branding, consultancy, market research, corporate communications and customer experience.

Entry requirements

Complete in 2 years, full time or equivalent part-time, if you have

- Any recognised bachelor degree (or higher award). If you have additional qualifications, you may receive Advanced Standing and complete in less than two years, or
- Finished Postgraduate Qualifying Program (international applicants only).

Complete in 1.5 years, full time or equivalent part-time, if you have

- A bachelor degree or graduate certificate in a related discipline, or
- A bachelor degree (or higher award) in any discipline plus two years' work experience, or
- Finished Postgraduate Qualifying Program (international applicants only) plus two years' work experience or two years' of higher education.

Complete in 1 year, full time or equivalent part-time, if you have

- Finished Graduate Certificate of Marketing, or
- An honours bachelor degree in a related discipline.

Course duration

Course duration depends on prior study and experience: 2 years (16 units); 1.5 years (12 units); 1 year (8 units) full-time or equivalent.

Course structure

Foundation units

You must complete all 4 foundation units from the list below.

MGT60040 Management Analysis and Problem-solving

MGT60042 Business Sustainability and Social Impact

MGT60043 Future Management Skills

MKT60010 Marketing Management

Core units

You must complete all 8 core units from the list below.

ENT60009 Opportunity Discovery, Creativity and Design

MKT60011 Data Empowered Marketing

MKT60012 Consumer Behaviour

MKT70017 Global Digital Marketing

MKT70019 Branding and Creative Innovation

MKT70020 Services Marketing and Customer Management

MKT80010 Marketing Strategy and Planning

MKT80015 Marketing Communications Agency

Specialisation or elective units

You must also complete 50 credit points (mostly 4 units) as your specialisation, or as your electives. There are almost 80 elective units to choose from. Postgraduate internship opportunities are also available as an elective.





Dr Nives Zubcevic-Basic
Course Director

“As marketers, we need to be at the cutting edge of consumer behaviour, which for me, makes marketing the most dynamic part of any business.

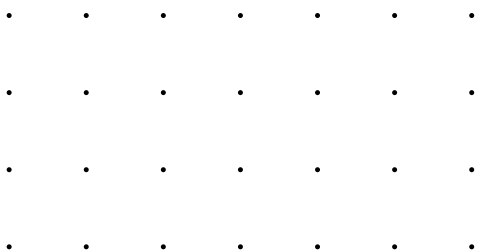
The AGSE’s Master of Marketing is the first one in the country to have a genuine industry co-creation process from development to delivery. We sit down with our industry partners and investigate what is relevant to them: what they need from future employees, and what industry trends are occurring.

We embed experiential learning – real clients, live projects and interactions with industry partners. It’s a more memorable experience for students and they can quickly incorporate what they’re learning into their workplaces.”

Industry partners



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Other course in the suite

Graduate Certificate of Marketing*

6 months, full-time or equivalent part-time; all four units listed below.

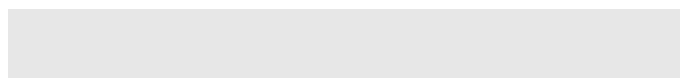
ENT60009 Opportunity Discovery, Creativity and Design

MKT60011 Data Empowered Marketing

MKT60012 Consumer Behaviour

MKT70017 Global Digital Marketing

*Does not fall under AACSB Accreditation



Master of Marketing

Specialisations

You may choose one of the below specialisations or alternatively choose the electives of your choice. The specialisation will be noted on your transcript but won't appear on your testamur.

Accounting

The accounting specialisation is critical for professionals with C-suite responsibilities or who provide budgetary and financial advice to clients and/or senior management. Complete the core unit and select any three from the remaining list of units.

ACC60008 Accounting Systems and Reporting (core unit)

ACC80003 Company Auditing

ACC80008 Managerial Accounting

ACC80012 Taxation Principles and Planning

ACC80019 Financial Accounting and Theory

ECO80001 Economics

FIN60003 Business Modelling and Analysis

Business Analytics

Choose four units to learn about business analytics and data visualisation, social media and mobile-based applications, predictive analytics, AI, Big Data, Internet of Things and more.

INF70008 Business Analytics and Visualisation

INF60012 Cloud Enterprise Systems and Analytics

INF60013 Mobile Business and Social Media

INF80005 Business Information Systems Internship Project

INF80031 Applied Business Analytics and Data Visualisation

INF80040 Predictive Analytics

INF80051 Artificial Intelligence and Insights

Business Information Systems

Analyse and articulate how technology can be used to assist business and decision-making processes. Complete the core unit and select any three from the remaining units.

INF60007 Business Information Systems (core unit)

INF70005 Strategic Project Management

INF70008 Business Analytics and Visualisation

INF80014 Contemporary Issues in Business Analysis

INF80042 Governing Technology for Business Environments

Entrepreneurship and Innovation

Develop an entrepreneurial mindset and specialist skills needed to lead and manage the process of innovation, business startups, and high growth through rapid change. Complete the core unit and select any three from the remaining list of units.

ENT60009 Opportunity Discovery, Creativity and Design (core unit)

ENT70012 Growth Management

ENT70018 Entrepreneurial Mindset, New Ventures and Innovation

ENT70019 Venture Planning

PRM60001 Project Management in Entrepreneurial Ventures

Finance

Select any four of the following units.

FIN80005 Corporate Financial Management

FIN60003 Business Modelling and Analysis

FIN60010 Elements of Financial Planning and Regulation

FIN80001 Modern Finance

FIN80004 Capital Markets

FIN80018 Derivatives and Risk Management

Financial Technologies

Co-created with Banxa, Bendigo Bank, Inaam, Judo Bank and Tableau, this specialisation prepares you to thrive in a financial services world of innovation, change and transformation. Complete the core unit and select any three from the remaining list of units.

FIN60006 Frontiers in FinTech (core unit)

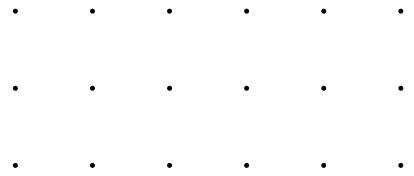
CYB60003 Cybersecurity Law, Policy and Ethics

INF70008 Business Analytics and Visualisation

INF80050 Blockchain: Business Models and Applications

INF80051 Artificial Intelligence and Insights

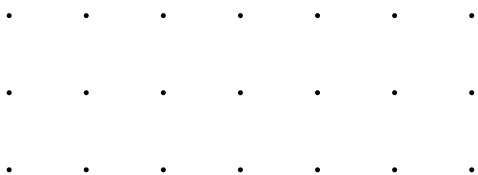
Master of Marketing Specialisations



Human Resource Management

Complete the core unit and select any three from the remaining list of units.

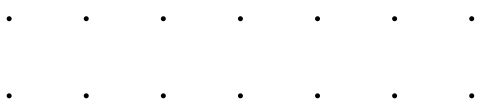
- _____ HRM60013 Employee Relations
- _____ HRM60018 Human Resource Fundamentals (core unit)
- _____ HRM70006 Strategic HRM in the Business Context
- _____ HRM70012 Managing Workplace Diversity and Inclusion
- _____ HRM70013 Strategic Human Resource Management
- _____ HRM80015 Human Capital Analytics



International Business

Students may have the opportunity to select a Business Innovation study tour to Europe, Asia or America, or add an international internship to their studies. Students must select up to four units. NOTE: some units are equal to 25cps.

- _____ BUS70013 Business Innovation in Europe Study Tour
- _____ BUS70014 Business Innovation in America Study Tour
- _____ BUS70015 Business Innovation in Asia Study Tour
- _____ HRM70012 Managing Workplace Diversity and Inclusion
- _____ INB60003 International Trade and Investment
- _____ INB60004 Global Business Cultures: Advanced Theories and Practices
- _____ MFP80002 International Internship
- _____ MFP80004 International Internship – Extended
- _____ SCM60003 Supply Chain Management



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Project Management

Students to complete the core unit and then select any three from the remaining list of units.

- INF70005 Strategic Project Management (core unit)
- PRM60002 Project Management for Innovative Outcomes
- PRM60003 The Risk Management Spectrum
- PRM70002 Leading Complex Projects
- PRM80002 Project Governance and Resource Management
- SCM60001 Operations Management

Research

Conduct practical research in a business area of interest to you. Complete the core units and select one additional unit.

- BUS80003 Research Methodology (core unit)
- BUS80021 Business Research Thesis (25 credit points) (core unit)
- BUS80017 Quantitative Research Methods
- BUS80018 Qualitative Research Methods
- ECO80002 Advanced Microeconomics
- ECO80003 Economics of Innovation
- INF80054 Data Science Fundamentals
- INF80055 Social Network Analysis

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“The teaching staff in the Masters of Marketing have had extensive industry experience and this is something I valued when compared to other universities. Much of their teaching is steeped in practicable, real-world cases and learnings, therefore when going into industry it was easy to put my skills into practice. Furthermore, I was working with real world clients so I got to apply my learnings to clients within industry. It was also satisfying to see clients actually implement some of the recommendations.”

John Burton
Master of Marketing

Social Media

Complete all four units.

- MDA70001 Writing for Social and Mobile Media
- MDA80007 Social Media Branding and Engagement
- MDA80009 Data Research and Visualisation
- MDA80012 Social Media Analytics

Supply Chain Innovation

This specialisation uniquely combines supply chain management, design thinking and data analytics. Plus, you could add a Lean Six Sigma Green Belt to your qualifications. Most units are co-created and, in some cases, co-delivered with industry partners. Choose four units.

- INF70008 Business Analytics and Visualisation
- SCM60002 Six Sigma Lean Green Belt
- SCM60003 Supply Chain Management
- SCM60004 Logistics Management
- PRM60002 Project Management for Innovative Outcomes
- SCM60001 Operations Management



CAMPUSES

Hawthorn campus

John Street, Hawthorn

Croydon campus

12-50 Norton Road, Croydon


Wantirna campus


Stud Road, Wantirna


Sarawak campus


Kuching, Sarawak, Malaysia

FURTHER INFORMATION

 1300 275 794

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 youtube.com/swinburne

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PLEASE
RECYCLE

The information provided here was correct at the time of printing (November 2021).
For the most up-to-date information, please visit swinburne.edu.au