

2010

Postgraduate
Marketing



FORWARD
THINKING

Master of Business (Marketing)

RMIT program code

MC103

CRICOS number

014892K

Location

Melbourne
City campus

Mode and duration

1.5 years full-time or
3 years part-time

International students can only study full-time.

Exit points

Graduate Certificate

0.5 years full-time or
1 year part-time
(48 credit points)

Graduate Diploma

1 year full-time or
2 years part-time
(96 credit points)

RMIT University has established a reputation of excellence in business and management education, providing high-quality, industry-responsive programs relevant for the national and global marketplace. RMIT Business helps create the future by undertaking business-related research and by providing work-integrated learning that enables students to engage skilfully and passionately in business, locally and internationally.

The *Master of Business (Marketing)* addresses the need for high-level expertise in marketing, specifically for managers whose career development and interests are leading into marketing management. If your position requires an in-depth appreciation of the role of marketing in the overall success of the organisation, then you would benefit from this degree.

Participants will have opportunities to:

- » increase their knowledge of the marketing concepts, techniques and issues relevant to managers
- » acquire knowledge and understanding of the role of marketing and its relationships with other important functional areas in management
- » develop the ability to apply their expertise and knowledge to planning, directing, implementing, monitoring and controlling an organisation's marketing effort
- » identify personal skills required and improve personal management competencies
- » develop the ability to design and undertake appropriate research into sophisticated marketing decision-making situations
- » develop an appreciation of the global potential of an organisation
- » expand their range of knowledge and capabilities by studying non-marketing courses in the degree.

Key benefits

- » Integrates work and learning
- » Strong links with industry
- » Professionally accredited
- » Enhanced opportunities to obtain promotion and more senior positions
- » Become more effective in a marketing role
- » Be able to contribute more to specific marketing activities

Professional recognition

Students who successfully complete the degree qualify for membership of the Australian Marketing Institute, the Market Research Society of Australia and the Marketing Association of Australia and New Zealand.

Double Masters

Graduate with a second masters by studying the *Master of Commerce (MCom)*. On completion of your *Master of Business (Marketing)*, an additional four courses of study from a business discipline will allow you to gain a second qualification—the *Master of Commerce*.

For more information visit
www.rmit.edu.au/bus/doublemasters

The sequence of study cannot be reversed.

'The Master of Business (Marketing) provides a good balance between theory, research and practice. The diversity of students and collaborative tasks allows not only for the chance to share unique experiences but also provides the opportunity for the creation of professional networks.'

Mark Lee (cover image)
Master of Business (Marketing) graduate

Research

Research degrees are offered at master and doctoral level. Research activity within RMIT Business falls under the following areas that aim to assist organisations and institutions to function more efficiently in a changing business environment:

- » Development of Professional and Management Practice
- » Entrepreneurship and Innovation
- » Financial Markets and Applied Econometrics
- » Health Services Management
- » Knowledge Management and e-Business
- » Organisational Accountability
- » Organisational Performance Measurement and Quality
- » Organisational Policy, Practice and Market Effect
- » Project Infrastructure and Construction Innovation and Management
- » Sustainable Business Practices
- » Transport Logistics

RMIT Business is proactive in establishing close links with industry and addressing research issues that are relevant to business and the communities in which we operate. Collaborative ventures yield research that has broad economic, social and environmental implications beneficial to business, industry and the broader community.

For more information about research in Business visit

www.rmit.edu.au/bus/research

Program structure

The following is an example of courses offered in the degree. All courses are 12 credit points each unless indicated.

Graduate Certificate

MKTG1100	Marketing Management
MKTG1101	Consumer Behaviour
MKTG1103	Marketing Communication Strategy
MKTG1104	Marketing Research

Graduate Diploma

MKTG1215	Strategic Marketing
	Three marketing elective courses

Master

	Four marketing elective courses
	<i>OR</i>
	Two marketing elective courses and two general elective courses

Marketing electives

BAFI1100	Financial Decision Making
BUSM1588	International Marketing
MKTG1105	Interactive Marketing
MKTG1112	Services Marketing
MKTG1126	Brand Management
MKTG1127	Special Marketing Topic
MKTG1209	Business to Business Marketing
MKTG1311	Product Innovation
MKTG1312	Practice Based Marketing Research Project 24 Credits

Please enter the course code at the RMIT web site www.rmit.edu.au to search for course descriptions.

‘The Master of Business (Marketing) program is an excellent way to broaden your marketing skills and interact with peers across industries. The course allows for practical application of skills to work situations as well as the added opportunity of participating in study tours overseas.’

Sue Scott

Brand Manager, Simplot Australia
Current Master of Business (Marketing) student

Teaching methods and assessment

Courses are mostly offered in the evening and occasionally on weekends.

Assessment

Depending on courses selected, student progress is assessed by a combination of group and individual assignments and examination.

Fees

Tuition fees

Local full fee-paying Australian residents

2010: A\$25,920 total master degree (\$180 per credit point)

2010: A\$8 640 per stage of the degree (e.g. graduate certificate, graduate diploma, master)

Fees are payable at the commencement of each semester and are calculated annually.

International full fee-paying students

2010: A\$31,680 total master degree

2010: A\$10,560 per stage of the degree

There are no additional material or equipment costs for this degree.

FEE-HELP

Australian citizens and holders of a permanent humanitarian visa are eligible to apply for a FEE-HELP loan through the Commonwealth Government. For further information visit www.goingtouni.gov.au

Postgraduate Coursework CSP Equity Scholarships

As part of its equity strategy, RMIT University has allocated a limited number of CSP (Commonwealth Supported Place) Equity places in postgraduate coursework degrees to enhance the access of applicants from designated groups.

To see if you qualify visit

www.rmit.edu.au/students/scholarships

Entrance requirements

Academic

- » A bachelor degree in any discipline from a recognised tertiary institution; and

Work experience

Evidence of at least one year practical business experience in a business- or marketing-related environment is required.

The work experience criterion is an essential prerequisite for the degree.

Special entry may be granted to applicants who do not possess the basic entrance qualifications but who can demonstrate through previous study and/or professional work experience (8–10 years) their capacity to successfully undertake this degree.

An interview may be conducted as part of the selection process.

English language

All non-Australian residents and overseas full-fee paying students must provide evidence of one of the following:

- » IELTS—6.5+ (no band below 6.0)
- » TOEFL Paper-based—580+ (TWE 4.5+)
- » TOEFL Computer-based—237+ (TWE 4.5+)
- » RMIT English Worldwide (REW)—Advanced Level

TOEFL or IELTS results are recognised for only one year from the test date.

Application closing dates and how to apply

- » 31 May each year and
- » 10 November each year

Late applications will be accepted subject to places being available. Prospective students are encouraged to enquire about possible vacancies in the degree at any time.

Local students

Applicants must apply on a Direct Application Form available from Info Corner (formerly Office for Prospective Students), Tel. +61 3 9925 2260, visit www.rmit.edu.au/programs/applications

International students

Applicants must apply through International Services GPO Box 2476V Melbourne VIC 3001 Australia Tel. +61 3 9925 5156, visit www.rmit.edu.au/programs/international

Contact details

School of Economics, Finance and Marketing RMIT University Level 12, 239 Bourke Street, Melbourne VIC 3000

Ms Loraine Lam, academic services officer Tel. +61 3 9925 5815 or +61 3 9925 5858

Email: loraine.lam@rmit.edu.au

International opportunities

Business programs offer international perspectives, preparing students to be pro-active and creative in responding to the challenges of globalisation. Our international study tours are a unique opportunity to introduce students to an overseas travel and cultural experience, combined with studies focusing on various aspects of a region or area of study.

Study tours give you the opportunity to:

- » Acquire an appreciation of cross-cultural issues
- » Critically appreciate and evaluate the relationship between global and national organisations and regulations
- » Gain experience on how to make culturally sensitive and ethical judgements
- » Work effectively as part of a multi-disciplinary, collaborative team
- » Internationalise your degree and gain credit for up to two elective courses (24 credit points)
- » Complete one semester of study in two weeks of intensive study.