

Master of Marketing

Lead the future of marketing.

La Trobe's Master of Marketing puts you at the forefront of marketing in the digital era. You'll develop your business and leadership talents, while building an advanced marketing skillset. Learn from industry leaders while distinguishing your expertise with an industry-aligned specialisation of your choice, including:

- Entrepreneurship & innovation
- Sport management
- International business
- Business research
- Project management
- Data analytics
- Allied digital health



Course details

CRICOS

093383K

Location/course code

Melbourne (LMMKT)

Intake

Semester 1 (February 2022)

Semester 2 (July 2022)

Term 6 (October 2022)

Annual tuition fee

A\$38 200 per 120 credit points.¹

Duration

2 years full-time

Academic entry requirements

Applicants are required to have successfully completed an Australian Bachelor's degree (or equivalent). In making an offer to an applicant, the University will give consideration to a range of factors, including academic record, English proficiency and/or employment experience.

Advanced standing

Applicants with an Australian Bachelor's degree in a business-related field or an approved equivalent qualification may be eligible for credit for the four foundation subjects in Year 1.

IELTS

6.5/6.0

Full details at: latrobe.edu.au/int-lmmkt

Scholarships

From tuition fee reductions to cash grants, we've increased the range of scholarships we offer. Discover the La Trobe scholarship we offer. Discover the La Trobe scholarship for you: latrobe.edu.au/int-scholarships

Professional recognition

The Master of Marketing is accredited by the Australian Marketing Institute (AMI). Membership may require an application to the professional body and may have additional or ongoing requirements beyond the completion of the degree. Please contact the relevant professional body for details

Learn more: latrobe.edu.au/int-lmmkt



Global recognition

La Trobe Business School is accredited by the Association to Advance Collegiate Schools of Business (AACSB).



LA TROBE
UNIVERSITY

A U S T R A L I A

1. 120 credit points represents full-time study for one year.



La Trobe is in the
top 1%
of universities worldwide²

La Trobe is in the
top 50
universities across
East Asia, South-East
Asia and Oceania³

1. Build advanced skills in marketing

You'll learn:

- **Advanced consumer decision-making:** Analyse consumer reports and undertake a consumer profiling project for a real company.
- **Market research:** Understand the role and scope of market research activities within national and international marketing companies.
- **Digital marketing:** Explore and implement the most up-to-date strategies for marketing in the digital era.
- **Social media marketing and strategy:** Examine how firms capitalise on social media and digital marketing from a strategic and practical perspective.
- **Customer relationship management (CRM):** Learn the practices, strategies and technologies that companies use to manage and analyse customer data.

2. Gain industry experience

- Learn in our **multimillion-dollar business hub** at our Melbourne Campus, featuring a simulated financial trading room, specialist lab, think tank and research facilities.
- Gain **hands-on experience** using new digital technologies and undertaking market research and data analysis. Discover how these tools can be employed to maximise an organisation's impact.
- Engage with real-world industry issues via a **company case study project**.
- Learn from **leading academics** and industry practitioners. This course was developed through our partnerships with **industry leaders** and business professionals.

3. Carve your unique path

Develop an advanced understanding of digital marketing, while building a strong understanding of industry best practice. Learn how to successfully leverage social media, content marketing and digital platforms in multi-channel marketing campaigns.

Tailor your studies to your personal interests and professional goals. Develop specialised skills in complementary fields, including data analytics, sports management, entrepreneurship, international business, digital health or project management. You'll graduate with industry recognition when you gain a qualification accredited by the Australian Marketing Institute (AMI).

The prevalence of digital technologies and social media have created many exciting opportunities for marketing graduates. Possible roles include:

- **Consumer specialist:** Improve customer service and work to address customer concerns.
- **Digital marketing manager:** Lead marketing teams in the planning and execution of digital marketing campaigns.
- **SEO manager:** Use search engine optimisation (SEO) to run effective campaigns and optimise websites.
- **Social media marketing manager:** Manage an organisation's social media strategy to increase brand awareness and sales.
- **Media buyer:** Oversee the placement of advertisements on radio, television, print and digital.

2. Times Higher Education (THE), 2021, *World University Rankings 2022*; Consejo Superior de Investigaciones Científicas (CSIC), 2020, *Ranking Web of Universities*.
3. Times Higher Education (THE), 2019, *Best universities in the Asia-Pacific region 2019*.

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La Trobe University is a registered provider under the Commonwealth Register of Institutions and Courses for Overseas Students (CRICOS).
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