

Master of Marketing



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The digital age has disrupted the marketing framework. The commercial influence of marketing practitioners is expanding to meet the challenges and opportunities presented by data, social media, shifting consumer behaviour and the rise of digital commerce. The Master of Marketing will set you up for a rewarding career in this rapidly growing field.

Why study Marketing

- Advance your career in a high growth sector
- Diversify your options for specialisation
- Equip yourself for leadership roles
- Become a knowledgeable and well-rounded practitioner

LA TROBE IS IN THE
TOP 1.2%
OF UNIVERSITIES
WORLDWIDE¹

87.8%
OF LA TROBE GRADUATES
SECURE WORK WITHIN
FOUR MONTHS²

1. Times Higher Education World University Rankings 2019
2. 2018 undergraduate cohort. Graduate Outcomes Survey (GOS) 2018

What will I learn?

The Master of Marketing is taught by the La Trobe Business School. In this course, you'll:

- Learn the key components of marketing management, planning and strategy formulation.
- Understand the practices, strategies and technologies underpinning customer relationship management (CRM).
- Explore and implement the most up-to-date strategies for social media, search and mobile marketing.
- Examine the role and scope of market research activities within national and international marketing companies.
- Transferrable skills, such as ethical decision-making, digital adaptability, cultural awareness and business acumen.

Course details

Locations

Melbourne Campus
City Campus

CRICOS code

093383K

IELTS

Academic score of 6.5, with no individual band less than 6.0

Annual tuition fee

(A\$)37 400

Duration

2 years full-time

Scholarships

Students who show academic or professional excellence may be eligible for scholarships, including the La Trobe College Excellence Scholarship which can help you receive up to a 25% reduction on your course fees. and receive up to a 25% reduction on your course fees. Visit: latrobe.edu.au/scholarships/other-scholarship-opportunities/courses

Career outcomes

Graduate with the skills to perform as a leader within a broad range of general and specialised marketing roles. Potential occupations include:

Brand manager
Chief marketing officer
Content writer
Digital marketing manager
Director of digital marketing
Marketing director
Marketing specialist
Product manager
Social media marketing manager

For further enquiries

For more information about entry requirements, scholarships and how to apply, visit:

latrobe.edu.au/courses/master-of-marketing

The Master of Marketing is accredited by the Australian Marketing Institute (AMI)



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