

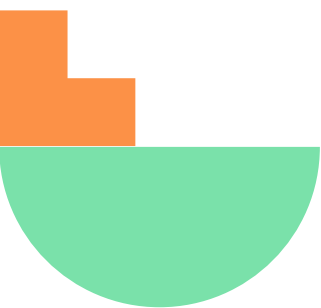
Master of Marketing

→ Develop exceptional skills to be in demand in marketing

This document also contains information on the Graduate Certificate in Marketing

Table of contents

Are you ready for the future?	3
Why study postgraduate marketing with RMIT Online?	5
Program overview	6
The RMIT Online student experience	8
What can you expect from each course?	9
Program details	10
Entry requirements	11
Get in touch	12
Course descriptions	13



Are you ready for the future?

How do you stay relevant in a landscape of continual change?

With the rise of data and other technological trends, the role of the marketer has shifted. Advances in technology demand new ways of marketing, while companies are increasingly prioritising digital literacy and collaboration between marketing and other parts of their businesses.

Highly skilled marketers who are lifelong learners are more and more sought after. You can gain the skills you need to thrive with RMIT Online's Master of Marketing.

Delivered by world-class academics, RMIT Online's Master of Marketing will give you the skills needed to succeed as a leader in the marketing industry. You'll gain an in-depth understanding of how to design marketing strategies to solve business problems and deliver fast results.

Whether you are a current marketer, or you are just entering the field, RMIT Online will give you the tools to get ahead and stay relevant in an ever-changing digital world.



“I wanted to take the company I’d started with friends and help it grow into one of Melbourne’s leading branding agencies. I felt RMIT’s program would help me move into a creative field. It’s challenging but worth it for the people you meet along the way and the doors it opens for you.”



Alex Diamond
Master of Marketing graduate

Why study postgraduate marketing with RMIT Online?

RMIT Online's Master of Marketing will allow you to transcend the buzzwords and gain fundamental marketing skills that deliver real marketing impact.



You will:

- Develop a deeper understanding of foundational marketing principles to help you stay relevant in the future;
- Know how to apply proven marketing theories to business challenges and get results;
- Gain expertise in interpreting research and developing effective marketing strategies;
- Select courses that align with your career goals and interests.

This program includes the following courses:

Part A:

Undertake these four units:

- Marketing Management
- Consumer Behaviour
- Marketing Research
- Marketing Communication Strategy

 Also Graduate Certificate units

Part B:

Select and complete four of the following option courses:

- Product Innovation
- Interactive Marketing
- Services Marketing
- Sustainable Marketing
- Business and Network Marketing
- Marketing Analytics
- Advanced Digital Marketing
- Customer Experience Design
- Brand Strategy

Part C:

Marketing Capstone

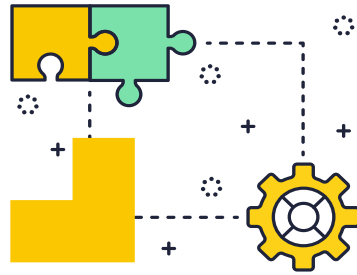
- Strategic Marketing

Part D:

Select and complete three to seven of the following option courses*:

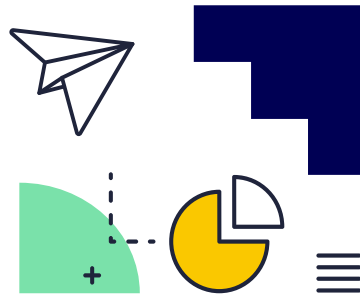
- Product Innovation
- Interactive Marketing
- Services Marketing
- Sustainable Marketing
- Business and Network Marketing
- Marketing Analytics
- Advanced Digital Marketing
- Customer Experience Design
- Brand Strategy
- Select and complete two (2) courses from any: **University Postgraduate Elective.** (please [speak directly with your advisor](#))

*Number of courses and duration to be comprised depends on prior qualification. Please see Entry Requirements or contact us for further details.



Stay relevant despite change

You will learn how to apply classic marketing principles that remain applicable even as digital channels and marketing technologies shift.



Choose your marketing path

Benefit from the opportunity to select courses that align with your career goals.



Gain the latest skills sooner

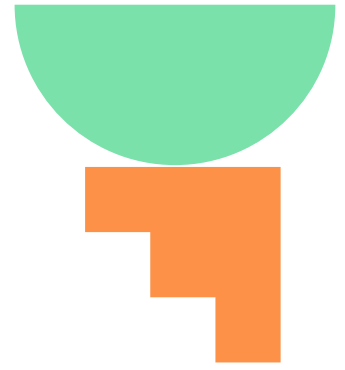
Obtain skills that you can apply immediately and make an immediate marketing impact.



The RMIT Online student experience

- A flexible student experience that allows you to utilise study tools anywhere, anytime.
- Our cutting-edge online learning environment means you don't have to be a computer whiz to use it.
- Academics with extensive industry experience are there to guide you every step of the way.
- Online doesn't mean you're alone – connect with fellow students to share ideas, organise study groups and obtain further support.
- One-on-one support and assistance from your personal 'study adviser' keeps you motivated and helps you reach your goals.
- Build your professional network through the connections you make while studying.
- Graduate with a globally recognised degree without compromising your lifestyle or career trajectory.

What can you expect from each course?



Initial communication

Students can use the online forum to introduce themselves to each other and to their course instructors. This is where students can form study groups and find information about course topics, teachers, set reading, assignment key dates and grading considerations.

Learning content format

Learning materials consist of a variety of components, including video, text-based content, animations and more. Each week's content is linked to learning objectives to overall course goals. This allows students to monitor their progress and prepare for upcoming topics.

Synchronised study sessions

These sessions are available for review purposes and to bridge gaps between the content and student comprehension. With at least one per seven-week course, they are scheduled well in advance to facilitate student planning. Times are rotated to accommodate students in multiple time zones and recorded so that they can be watched again at the students' convenience.

Discussion boards

The discussion boards are open throughout the duration of each course, helping to promote critical thinking and interaction. Instructors use tag and reply features to ensure that all students receive important program and course notifications. Discussions are created and moderated by the course or section instructor and, depending on the course, are included in participation grades.

Assessment

While you will have no formal on-campus exams, all RMIT postgraduate programs include rigorous assessments in the form of case studies, reports, online discussion, interaction and engagement. This ensures that all learning is valuable, authentic and can be applied to your work immediately. There may be some tests, quizzes or other online assessments.

Discover RMIT Online

Explore the RMIT Online learning environment and get an insight into what your course and assessments will be like by using Discover RMIT Online:

Sign up today

Program details

■ Fees

2025 tuition fees are \$4,200[^] per course, totalling \$50,400[^] for 12 courses, **or** \$67,200[^] for 16 courses (see entry requirements).

Graduate Certificate is \$4,200[^] per course.

[See our fees page for further information](#). Fees are listed in Australian dollars and apply to 2025 only. Fees are adjusted on an annual basis; these fees should only be used as a guide.

[^] Plus a capped [Student Services and Amenities Fee \(SSAF\)](#) based on your credit point enrolment load.

■ Program intakes

6 intakes annually
(January, March, May, July, August and October).

■ Program duration

Masters (12 courses)
2 years part-time.*

Masters (16 courses)
2.7 years part-time.*

Graduate Certificate (4 courses)
8 months part-time.*

Each course is seven weeks in duration and requires a minimum of 15–20 hours of study per week.

**Completion time dependent on individual study path and course availability. Please speak to a Student Advisor for more information.*

■ Nested qualifications

In addition, our Master of Marketing encompasses courses that make up our Graduate Certificate, so if you need to exit the program early, you can earn a postgraduate qualification by completing specified courses. The Graduate Certificate is also a pathway to the Masters for some students (see entry requirements).

Ready to apply?

We recommend speaking with one of our Enrolment Advisors before applying for this program. Alternatively, you can apply by logging in and following the instructions in the [Application Portal](#). To ensure you select the right program in your application, please use the below program codes:

GC053KP16 - Graduate Certificate in Marketing

MC197KPX16 - Master of Marketing

Entry requirements

Master of Marketing

12 course Masters

An Australian bachelor degree or equivalent in a business or related discipline from a recognised tertiary institution*.

16 course Masters

An Australian bachelor degree or equivalent in any discipline from a recognised tertiary institution*, **or**

- An Australian bachelors degree (or equivalent), or higher-level qualification, from a recognised tertiary institution in any discipline with a minimum grade point average (GPA) of 1.0 (out of 4.0)* plus a minimum of two years relevant work experience, **or**

- The RMIT Graduate Certificate in Marketing[^]

We offer Recognition of Prior Learning, or the recognition of previous study or learning. This means you can apply for credit and reduce the number of courses you need to complete. Your application will be decided on a case-by-case basis. RMIT aims to grant as much credit as possible at the time of offer, so it's important to provide as much evidence of prior study or work experience as possible with your application. Speak to our Enrolment Advisors to find out more.

Australian student visas

RMIT Online's Graduate Certificate in Marketing does not meet Australian student visa requirements. For an Australian student visa, you must have an on-campus place in a program of study. For more details on RMIT's on-campus programs visit rmit.edu.au

Graduate Certificate in Marketing

- An Australian bachelors degree or equivalent (or higher-level qualification), in any discipline from a recognised tertiary institution.*
- If you do not meet the above entry requirement for the Graduate Certificate in Marketing, you may be considered if you have five years of relevant work experience.

English language

International students are required to provide current evidence of English language proficiency for admission to RMIT University

You can provide your results from one of these three options:

- an accepted [English language proficiency test](#);
- an accepted [English language provider](#);
- a recognised Australian or international qualification.

For detailed information on English language requirements and other proficiency tests recognised by RMIT, visit [English language requirements and equivalency information](#).

*If your qualification was completed more than 10 years ago you will need to provide evidence of ongoing professional work and/or professional development in the same discipline as the program for which you are seeking entry.

[^]Upon successful completion of the Graduate Certificate you will have the opportunity to progress to the Masters degree.



Your new career starts here!

Get in touch today with one of our Student Enrolment Advisors, who will guide you through the process of starting your online qualification.

Further information

studyonline.mit.edu.au

Call 1300 701 171

Book a 15-minute chat today

Marketing Management

Course overview

This is an introductory course that examines marketing as both an activity concerned with managing specific variables related to the marketing mix and as a philosophy, guided by a consumer-orientation.

You will be encouraged to be an active learner throughout this course by evaluating customer needs and expectations and how that may affect marketing strategy for a particular business, product or service.

Learning outcomes

- Evaluate and synthesise information of customer needs and expectations from various sources and experiences;
- Compare and contrast the market segmentation and positioning strategy from both theorist and practitioner perspectives to critically appreciate the benefits;
- Use marketing mix tools to analyse marketing situation and position products for maximum competitive advantage in the marketplace;
- Demonstrate an awareness of ethical, social and cultural issues within a marketing context and their importance in the exercise of professional skills and responsibilities; and
- Develop multiple management skills including critical thinking, working in a group environment, oral and written presentation skills to be successful in marketing management positions.

Consumer Behaviour

Course overview

All organisations have consumers who seek, purchase, evaluate, use and dispose of products and services. This course provides the foundation for understanding the motivations and behaviours influencing customers, which is an essential prerequisite to the development of effective marketing and corporate strategy.

Various theories and concepts will be explored, critiqued and discussed through cases studies and real-world examples. You will work through different applications of consumer behaviour and recognise its critical role in marketing strategy development.

In the context of a decision-making model, this course will explore the internal, external and situational influences driving the what, where, when, why and how of consumer behaviour.

Learning outcomes

- Explore and compare the core theories of consumer behaviour in both consumer and organisational markets.
- Apply and demonstrate theories to real-world marketing situations by profiling and identifying marketing segments.
- Appraise models of consumer behaviour and determine their relevance to particular marketing situations.
- Apply and enhance abilities to input this knowledge in the marketing planning process—particularly in market segmentation, positioning and marketing mix development.
- Critique the theoretical perspectives associated with consumer decision making, including recognising cognitive biases and heuristics; and
- Apply analytical skills in assessing advanced literature in the field of consumer research and critically reflect on your personal writing practices as it relates to the evidence from research.

Marketing Research

Course overview

This course focuses on developing knowledge and skills that are practical in nature, yet grounded in theory. In this course, you will concentrate on learning theory to assist in applying appropriate tools and techniques, diagnosing suitable methods and approaches, and applying these to a contemporary workplace situation. The overall objective of the course is to provide you with the capability to effectively plan and manage marketing research projects as well as conduct basic data analysis. The course also aims to provide a foundation for higher-level courses requiring quantitative and qualitative analysis.

Learning outcomes

- Critique and propose how marketing research can be conducted and managed by both clients and suppliers for optimum results for stakeholders.
- Critically analyse the advantages and disadvantages of different types of research designs, data collection, and sampling methods.
- Design a marketing research plan that will achieve the research objectives of the organisation.
- Assess the overall quality of a marketing research project and its usefulness in the marketing decision making process.

Marketing Communication Strategy

Course overview

This course enables you to approach marketing communications planning from a strategic perspective.

You'll develop a theoretical appreciation and practical understanding of contemporary concepts; in particular, communication techniques that lead to the establishment of strong brand equity.

Learning outcomes

- Outline the components of the integrated marketing communications planning process and demonstrate the strategic interaction between these aspects and their relationship to the marketing plan.
- Critically assess and apply integrated marketing communication theories and practices to identify appropriate target audiences, suitable objectives and contextually appropriate communication approaches that build brand equity.
- Design ethically appropriate creative messages that reflect suitable positioning and which affect (target audience) behaviour through interrelated marketing communication activities; and
- Evaluate markets in various forms in order to identify strategically appropriate communication channels that permit effective media utilisation and planning.

Product Innovation

Course overview

Develop a comprehensive understanding of product management, including—but not limited to—new product development, service innovation, user-interface design, managing the product portfolio, product-line extensions, understanding buyer’s reactions to innovations and creating an innovative culture.

This course will provide you with a basis to improve new product launch rates across different industry contexts including business-to-consumer and business-to-business, ‘product’ contexts and global contexts.

The intent of this course is interactive and challenging. It has been designed to encourage interaction, discussion and self-directed learning.

Learning outcomes

- Use appropriate theoretical frameworks and models to evaluate product innovation situations and develop strategies and tactics.
- Evaluate the important relationship between marketing strategy choices and new product development decisions within an organisational context.
- Critique the role of the marketer in fostering new product development and the ways in which they motivate others in the organisation to contribute to the process.
- Source and critically analyse information about the market environment and consumers and use it to inform product development decisions and strategy.
- Apply creative processes that foster idea generation, concept formation and product launch strategies; and
- Apply analytical techniques in assessing the strengths and weaknesses of the new product development process in an organisation context.

Interactive Marketing

Course overview

Gain a solid knowledge base about the diverse opportunities offered by the internet and mobile technologies for successful marketing management.

You will explore interactivity from a marketing perspective and develop your understanding of how these new technologies have affected the traditional way of marketing. In addition, you will examine the strategies that companies are using, the difficulties they face and the applications that are available for companies that want to integrate new technologies into marketing activities.

We will discuss all important 'buzz' concepts including search engine optimisation, inbound links, Google Ads (Adwords), viral marketing, email marketing and analytics. We will select and discuss traditional marketing concepts from the domains of consumer behaviour, promotion, brand management, product management, pricing and distribution when they help us motivate our online strategy.

This course aims to bring together interactive marketing strategy and implementation. You will select relevant theories and concepts, and apply those to practical problems using case studies and/or real-life industry projects.

Learning outcomes

- Evaluate the implications of interactive technologies on marketing practice to determine their impact on sales performance.
- Source and critically analyse information about the market environment and consumers, and use it selectively to inform interactive marketing strategies and tactics for businesses.
- Use appropriate theoretical frameworks and concepts to identify and evaluate interactive marketing opportunities for businesses.
- Develop and implement selected interactive marketing tactics in a real-life business context; and
- Critically analyse the strengths and weaknesses of interactive marketing tactics to evaluate their success.

Business and Network Marketing

Course overview

Both descriptive and practically-based in nature, this course provides you with the opportunity to investigate and analyse key strategies and activities in business markets.

Your focus will be to look at how value is created internally and through networks, in order to compete effectively in the marketplace. You'll also develop your understanding of the nature of value exchanges and business relationships between suppliers, distributors, customers and other stakeholders.

Learning outcomes

- Apply business marketing theories and models to analyse the behaviours and needs of organisational customers.
- Critically analyse and evaluate business relationships, networks and business marketing strategy to develop business marketing solutions.
- Use a network approach to identify, develop and present marketing opportunities and solutions.
- Critically evaluate and discuss the links between core competencies, value creation and value delivery to create integrated business marketing outcomes; and
- Write about, discuss and present on business marketing phenomena and network marketing within the conventions of academic standards at a masters degree level.

Services Marketing

Course overview

This course will equip you with the knowledge and skills necessary to work as an effective executive in the service economy. You will examine the characteristics of service, recognise the unique challenges involved in service provision and strategies to manage, innovate, communicate and implement solutions successfully that are appropriate to various stakeholders. Specifically, this course requires you to leverage on evidence-based information and research to critically analyse services issues and opportunities, in order to design innovative service solutions.

Learning outcomes

- Apply relevant service theories, models and frameworks to evaluate business situations.
- Develop appropriate service strategies and tactics to improve business outcomes.
- Demonstrate critical and innovative thinking to evaluate alternative service strategies and in doing so, find an effective solution that will best benefit various stakeholders.
- Draw on appropriate data sources through your research effort to justify your service solutions to a business strategy.
- Implement and manage service solutions that will benefit various stakeholders; and
- Communicate your service solutions at a high standard that is, within the conventions of academic standards at a masters degree level.

Sustainable Marketing

Course overview

The need for marketing to inform social and behavioural change initiatives is nascent. This course has been designed to equip you with the tools to practically adapt and apply marketing principles to current and emerging social and environmental challenges.

You will explore marketing beyond its commercial role in the economy by highlighting its capacity to leverage fundamental frameworks to achieve pro-social and pro-environmental behaviour change, enabling sustained positive outcomes for society.

Learning outcomes

- Effectively apply a range of social and environmental marketing principles that promote positive social change amongst community members, business and government sectors.
- Apply social marketing tools and frameworks that have the capacity to measure and monitor the value of strategic social marketing initiatives.
- Utilise the tools presented in the course to assess the responsibilities, challenges and opportunities that social issues present the organisation and its leaders.
- Implement social marketing initiatives that promote value for core stakeholders who are representative of business, government and community members.
- Strategically link theoretical frameworks with practical solutions to the social issues confronting business, government and the community; and
- Develop, present and articulate practical solutions to pressing social issues at a standard that reflects the research rigour required from clients that commission work in this field.

Strategic Marketing

Course overview

Culminate and extend what you have learned in previous courses by applying theories and concepts to real-life business cases and contexts. In this course, you will focus on understanding, measuring and managing business success factors from a strategic marketing perspective. In doing so, you'll use principles of strategy and learn how to deal with market challenges, and how to take advantage of market opportunities to support business success.

Upon completion, you'll be trained in critical and creative thinking, which are fundamental capabilities for strategic marketers and decision makers. You will understand the way in which the internal and external environments shape strategic marketing decisions and implementation considerations. This course will also require you to build evidence-driven arguments and combine these with innovative solutions.

Learning outcomes

- Gather data and critically assess a specific context from a strategic marketing perspective, to identify and prioritise key marketing issues and opportunities.
- Draw on literature and effectively use research insights, tools and evidence to support your argumentation.
- Set effective strategic marketing objectives and use meaningful performance indicators to link to other internal and/or external areas.
- Demonstrate creative, critical and ethical thinking through the development of alternative strategic marketing solutions to support effective strategic marketing decisions that benefit relevant stakeholders.
- Demonstrate how to implement and control strategic marketing solutions, while effectively managing stakeholders; and
- Collaborate with industry to combine theoretical knowledge with practical application to understand how to identify, assess and select strategies with regards to various relevant organisational contexts.

Marketing Analytics

Course overview

The aim of this course is to expose students to the application and presentation of analytical and statistical methods to solve marketing problems. Businesses today make marketing decisions that are driven by insights gained from the analysis of data. Especially, marketers nowadays have access to unparalleled data on opinions and behaviour from the digital marketing environment. These data used by marketers for decision-making come from various sources.

At a broad level, these data can be classified into two main types: structured data that come in numerical format, and unstructured data such as text, audio, and video. Furthermore, because of the scale, these data are called “Big Data” with principle characteristics of high volume, high velocity, and high variety. Therefore, data-driven marketing decisions require a different kind of understanding, a new set of skills, and a unique mindset to deal with ever-increasing influx of information.

This course will offer theoretical understanding of data to explain and explore the changes taking place in marketing. Also, the course will expose students to necessary tools and techniques to collect, summarize, visualize, and analyse different types of marketing data. Finally, the course will provide hands-on exercises to translate concepts into context-specific operational decisions and actions using analytical, quantitative, and computer modelling techniques.

Learning outcomes

- Critically analyse and interpret the role of analytical techniques, software tools, and empirical modelling in enhancing firms’ marketing decision-making.
- Demonstrate the use of software tools in applying empirical skills to solve marketing problems using data driven approach.
- Design and conduct field experiments for causal inference.
- Apply techniques of marketing data collection, synthesize raw data using data summary, data visualization, and data analysis, and interpret the results to convey marketing insights to specialist and non-specialist audiences.
- Apply content analysis to engage in social listening.
- Analyse critically the logic of optimization and attribution in marketing analytics.

Advanced Digital Marketing

Course overview

This course will help students making sense of the digital marketing landscape that has become more complex than ever. The holy grail of any marketing problem, “delivering the right message to the right audience at the right time” that was promised by digital media and digital channels soon turned out to be a distant dream for marketers.

Even though the digital marketing environment provides unparalleled and unlimited data on various aspects of consumer behaviour; it fails to live up to the expectation of marketers due to its increased complexity.

The objective of this course is to understand such complexities in the digital marketing environment through the lenses of conceptual framework, quantitative skill development, and practical application using various online marketing data to unravel the true underlying consumer and firm behaviour.

Learning outcomes

- Critically analyse and interpret the complexity of the digital marketing environment and apply theories to describe and explain a specific digital marketing problem to specialist and non-specialist audiences.
- Research and justify the proposed solutions to managerially relevant digital marketing problems faced by the firms.
- Apply quantitative skills to critically analyse the relevance and limitation of the online data to explain the behaviours of customers and firms in a digital marketing environment.
- Interpret and analyse the significance and several ways of managing and monitoring online customer experience in a complex digital marketing environment.
- Reflect on concepts, tools, techniques, models, and experimental designs to address various digital marketing problems.

Customer Experience Design

Course overview

This is a course that integrates knowledge and skills from various disciplines such as branding, design thinking, consumer behavior, services marketing, market research and strategy. A new generation of businesses has a fresh trick up their sleeve: they are focusing on the customer experience in both their product/service design and business model.

These leading companies combine top-down, strategy-driven assessments and bottom-up, data-driven insights to gain competitive advantage through customer experience. This course offers the necessary knowledge and skills to allow you to create and implement meaningful experiences.

Learning outcomes

- Demonstrate a broad, critical and practical understanding of customer experience and practices in business.
- Apply innovative design thinking and creativity approaches to effectively address experiential marketing problems.
- Apply research principles to draw on appropriate data sources through primary and secondary research to define problems and create solutions that supports sustainable business strategies.
- Create a CX strategy that integrates all elements of customer experience design, to allow for sustainable competitive advantage.
- Apply conceptual and practical knowledge on customer experience to planning, implementing, and monitoring solutions for real customer experience problems.
- Write about, discuss and present on consumer experience phenomena within the conventions of academic standards at a master's degree level.

Brand Strategy

Course overview

Brand Management is a key topic for your degree and your career as professional marketers. Brands represent the most important asset a firm has and are therefore crucial to creating lasting value. This course will focus on the management of brands, including evaluating, developing and building brands, and measuring brand performance and the impact of digital media on brands. You will also focus on how marketers manage brand meaning and value and develop brand strategies across a variety of business services. Close attention will be paid to the role customers and other stakeholders play in creating brand meaning and value.

Learning outcomes

- Apply relevant branding theories, models and frameworks to evaluate business situations
- Develop appropriate branding strategies and tactics to improve business outcomes
- Demonstrate critical and innovative thinking to evaluate alternative branding strategies and in doing so, find an effective solution that best benefit various stakeholders
- Draw on appropriate data sources through your research to justify your branding strategies in the context of business strategy.
- Communicate your branding strategies and solutions at a high standard, that is, within the conventions of academic standards at a masters' degree level.

Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the RMIT University website before submitting your application.

Prepared November 2022.

Further information

studyonline.rmit.edu.au

Call 1300 701 171

Book a 15-minute chat today