



Curtin University

POSTGRADUATE  
COURSE GUIDE  
2018



CURTIN BUSINESS SCHOOL

# MARKETING

Make tomorrow better.



[business.curtin.edu.au](http://business.curtin.edu.au)



## STUDYING AT POSTGRADUATE LEVEL

A postgraduate degree can change your life. It can give you the extra skills you need to move up the career ladder, specialise in a particular area, or take your career in a new direction.

Curtin's postgraduate programs are accredited, internationally recognised and relevant to today's workplaces. They also provide employers with professional development opportunities for staff.

- You can study at your own pace, with options for evening classes and online access to suit your busy lifestyle.
- You will benefit from Curtin's strong links to business and industry and from networking opportunities.
- There is a range of support services, including an oncampus childcare centre, disability services, financial assistance and scholarships.

### INDUSTRY CONNECTIONS

The School of Marketing is the Inaugural Premier Member of the Education Network of The Communications Council, the peak national body for the marketing communications industry. The school is also closely associated with the Australian Marketing Institute and the Public Relations Institute of Australia.

The school's advisory board includes prominent professionals from the fields of marketing, advertising, public relations and tourism. In addition, many academic staff members have extensive industry experience and professional networks.

#### THE AGENCY

Experience firsthand how major global brands monitor their digital presence at The Agency – a facility for students who want to get serious about digital marketing.

The Agency features a social media command centre and a brainstorming and strategising area where you can follow live posts about events and campaigns

on social media platforms. You'll develop core skills in social media marketing and get experience using analytics software.



#### ABOUT PERTH

Perth is consistently ranked as one of the world's most liveable cities. As the capital of Western Australia, Perth is safe, prosperous and multicultural – an ideal destination for students and tourists alike.

The city is set against the stunning backdrop of the Indian Ocean and combines natural beauty with period architecture. Browse for fashion on Murray Street mall, learn to surf on the iconic Scarborough Beach or enjoy a cappuccino in historic Fremantle.



## ABOUT CURTIN BUSINESS SCHOOL

Curtin University is a vibrant and collaborative place where ideas, skills and cultures come together. With campuses in Western Australia, Malaysia and Singapore, as well as a network of university partners around the world, Curtin is an international university with a rapidly expanding global footprint.

#### CURTIN BUSINESS SCHOOL

As one of Australia's top business schools, Curtin Business School (CBS) offers a wide range of quality courses with opportunities to connect with industry and gain international exposure.

There are flexible study options to suit your interests and career goals, and you'll have access to high-tech research facilities and highly accomplished mentors.

#### AACSB ACCREDITATION

CBS is recognised as an elite global business school through accreditation by the Association to Advance Collegiate Schools of Business (AACSB) international. AACSB accreditation is awarded to business schools that meet strict standards of quality academic and professional excellence and is known, worldwide, as the longest standing, most recognised form of academic accreditation an institution and its business programs can earn, enabling your degree to be recognised around the globe.

#### INDUSTRY PARTNERSHIPS

To ensure our teaching and research remains applied and highly relevant, we have partnered with an extensive network of more than 70 highly qualified business professionals. These professionals contribute to the development of courses, student learning and research output via the Curtin Business School Advisory Network.



*"The choice of Curtin was based on my thorough research around rankings, taking cues from alumni about the environment and the rich course content. Studying at Curtin was a fantastic experience."*

**Peeush Tomar**  
Marketing Strategy Consultant  
MBA (Curtin)



Curtin proudly celebrates the innovation at its heart. This innovative spirit has seen us mature from the Western Australian Institute of Technology (1967–1986) to the sophisticated global university that we are today.  
[50years.curtin.edu.au](http://50years.curtin.edu.au)



Curtin Business School is recognised as an elite business school through its accreditation by the AACSB



The University is ranked in the top two per cent of universities worldwide in the prestigious Academic Ranking of World Universities 2016



Curtin Business School received a 4 Palms of Excellence rating in the Eduniversal Business School Rankings 2016

# MARKETING

You can study marketing whether you have an undergraduate background in business or in another field such as engineering, arts, science or humanities.

Curtin's postgraduate marketing courses give you a thorough understanding of the principles of marketing, a strong grounding in marketing research and what motivates customers, and introduces you to a number of specialised marketing applications.

Daytime and evening classes are available for many units in alternate semesters. Some units have online components and/or special weekend intensive classes in lieu of regular class time.

Special areas of research focus include customer relationship management, luxury branding, and communication and media effectiveness.

You can join the Australian Marketing Institute and increase your career opportunities through networking and regular events.

## GRADUATE CERTIFICATE IN MARKETING

The Graduate Certificate in Marketing is suitable if you wish to advance your career through a deeper understanding of marketing concepts. This course is also an entry point if you are considering further study in marketing.

You will learn about the principles of marketing management, buyer behaviour and international marketing. You'll have the opportunity to undertake a hands-on marketing research project and learn how relevant data can be used to guide marketing decisions.

The concepts introduced in the course are highly applicable to the achievement of practical marketing goals in the contemporary global business environment.

## COURSE ESSENTIALS

CRICOS CODE	DURATION
044636M	6 months full-time
COURSE CODE	STUDY MODE
GC-MKTG	Full-time, Part-time
INTAKE	LOCATION
Feb, Jul	Perth

## COURSE ENTRY REQUIREMENTS

- A bachelor degree or an equivalent qualification in any discipline from a recognised tertiary institution OR
- At least five years' relevant professional or managerial work experience AND
- Meet Curtin's English competency requirements.

## COURSE STRUCTURE

Year 1 Semester 1	Credits
Marketing Management	25
Marketing Intelligence and Research	25
Buyer Behaviour and Analysis	25
International Marketing for Managers	25

## GRADUATE DIPLOMA IN MARKETING

The course will help you to identify, analyse and develop solutions to marketing management challenges on a global scale.

The course is industry-focused and relevant to the marketing profession. It provides regular interaction with industry through guest speakers and practical workplace projects.

The Graduate Diploma in Marketing follows the same structure as the first year of the Master of Commerce (Marketing). On graduation you may choose to extend your studies or apply what you have learned to your workplace.

## COURSE ESSENTIALS

CRICOS CODE	DURATION
056849K	1 year full-time
COURSE CODE	STUDY MODE
GD-MKTG	Full-time, Part-time
INTAKE	LOCATION
Feb, Jul	Perth

## COURSE ENTRY REQUIREMENTS

- A bachelor degree or equivalent qualification in any discipline from a recognised tertiary institution OR
- A Graduate Certificate in Marketing AND
- Meet Curtin's English competency requirements.

## COURSE STRUCTURE

Year 1 Semester 1	Credits
Marketing Management	25
Marketing Intelligence and Research	25
Buyer Behaviour and Analysis	25
International Marketing for Managers	25
Year 1 Semester 2	
Marketing of Services	25
Contemporary Issues in Tourism Marketing	25
Global Marketing Communications	25
Public Relations Contemporary Practice	25

Course units are currently under review. This may result in changes to these units for 2018 studies. Please refer to the website for the most up-to-date unit information.

## MASTER OF MARKETING

If you have a background in a relevant business field, Curtin's Master of Marketing will advance your expertise in marketing and can help you achieve your specific career goals.

In this course you will learn about key areas of marketing including marketing communications, digital marketing, public relations, and tourism and event marketing. Advanced level units in customer relationship management and marketing and sustainability reflect some of the Curtin School of Marketing's areas of research excellence. You will also complete a major independent research project.

The course is industry-focused and relevant to the marketing profession. There is regular interaction with industry through guest speakers and practical workplace projects. You will have the opportunity to apply your critical thinking and analytical abilities to modern marketing challenges, with a particular focus on marketing in an international context.

## COURSE ESSENTIALS

CRICOS CODE	DURATION
027233E	1.5 years full-time
COURSE CODE	STUDY MODE
MC-MKTG	Full-time, Part-time
INTAKE	LOCATION
Feb, Jul	Perth

## COURSE ENTRY REQUIREMENTS

- A bachelor degree in a related discipline OR
- A bachelor degree in any discipline and at least five years' relevant professional or managerial work experience OR
- A graduate certificate in a related discipline from a recognised institution AND
- Meet Curtin's English competency requirements.

## COURSE STRUCTURE

Year 1 Semester 1	Credits
Marketing of Services	25
Public Relations Contemporary Practice	25
Global Marketing Communications	25
Contemporary Issues in Tourism Marketing	25
Year 1 Semester 2	
Advanced Marketing and Business Strategies	25
Culture and Ethics in Business	25
Business Research Methods	25
Digital and Interactive Marketing	25
Year 2 Semester 1	
Marketing and Sustainability	25
Customer Relationship Management	25
Marketing Project 1	50





MARKETING CONTINUED

HOW TO APPLY

**MASTER OF COMMERCE (MARKETING)**

Whether you have an undergraduate background in business or in another field, Curtin's Master of Commerce (Marketing) will expand your knowledge of marketing and can help you achieve your specific career goals.

This course provides an in-depth analysis of the principles of marketing management and strategy, buyer behaviour and marketing research, as well as key specialist topics relevant to contemporary marketing theory and practice.

Specialist topics include aspects of marketing communication, digital marketing and the application of marketing in particular industries, such as tourism. You will also complete a major independent research project.

The course is industry-focused and relevant to the marketing profession. There is regular interaction with industry through guest speakers and practical workplace projects. You will have the opportunity to apply your critical thinking and analytical abilities to modern marketing challenges, with a particular focus on marketing in an international context.

**COURSE ESSENTIALS**

CRICOS CODE	DURATION
078409G	2 years full-time
COURSE CODE	STUDY MODE
MC-COMM (Major code MJRP-MRKTG)	Full-time, Part-time
INTAKE	LOCATION
Feb, Jul	Perth

**COURSE ENTRY REQUIREMENTS**

- A bachelor degree in any discipline OR
- A graduate certificate in any discipline AND
- Meet Curtin's English competency requirements.

**COURSE STRUCTURE**

	Credits
<b>Year 1 Semester 1</b>	
Marketing Management	25
Marketing Intelligence and Research	25
Buyer Behaviour and Analysis	25
International Marketing for Managers	25
<b>Year 1 Semester 2</b>	
Marketing of Services	25
Contemporary Issues in Tourism Marketing	25
Global Marketing Communications	25
Public Relations Contemporary Practice	25
<b>Year 2 Semester 1</b>	
Advanced Marketing and Business Strategies	25
Digital and Interactive Marketing	25
Business Research Methods	25
Culture and Ethics in Business	25
<b>Year 2 Semester 2</b>	
Marketing and Sustainability	25
Customer Relationship Management	25
Marketing Project 1	50

**SCHOLARSHIPS**

Curtin offers a variety of scholarships to international students. Some are offered for academic achievement, while others are designed to make university possible for students who face financial hardship.

**DOMESTIC SCHOLARSHIPS**

[scholarships.curtin.edu.au](http://scholarships.curtin.edu.au)

**INTERNATIONAL SCHOLARSHIPS**

[international.curtin.edu.au/scholarships](http://international.curtin.edu.au/scholarships)

**DOMESTIC STUDENTS**

**COURSEWORK DEGREES**

Our online guide can help you through the process with links to forms that you'll need to fill out for your application.

[curtin.edu.au/hs/pg-apply](http://curtin.edu.au/hs/pg-apply)

**INTERNATIONAL STUDENTS**

**COURSEWORK DEGREES**

To make applying to Curtin as easy as possible, we have put together online guides and services to help you.

International students studying in Australia on a student visa can only study full-time and there are specific entry requirements that must be met.

[international.curtin.edu.au/apply](http://international.curtin.edu.au/apply)

**RESEARCH DEGREES**

For information on how to apply and to find a thesis supervisor, visit [howtoapply.curtin.edu.au/research](http://howtoapply.curtin.edu.au/research)

Alternatively, you can contact our Graduate Research School for more information:  
Tel: +61 8 9266 3337  
Email: [GRS.FutureStudents@curtin.edu.au](mailto:GRS.FutureStudents@curtin.edu.au)

[research.curtin.edu.au/postgraduate-research](http://research.curtin.edu.au/postgraduate-research)

**ENGLISH LANGUAGE REQUIREMENTS**

In addition to meeting the entry requirements for your chosen course, you will need to provide evidence of your proficiency in the English language.

[international.curtin.edu.au/apply/english-prerequisites/#postgrad](http://international.curtin.edu.au/apply/english-prerequisites/#postgrad)

**CURTIN ENGLISH**

If you do not meet Curtin's English competency requirements, consider first taking a study program with Curtin English. You can package your English language course with your chosen course to streamline your enrolment and visa application process.

[english.curtin.edu.au](http://english.curtin.edu.au)

**FEES**

Course fee information can be found by searching for your postgraduate course at [courses.curtin.edu.au](http://courses.curtin.edu.au). You may also be expected to purchase a number of textbooks, readers and other essential study materials.

**FINANCIAL ASSISTANCE**

If you are an Australian citizen or hold a permanent humanitarian visa, you have the option of applying for FEE-HELP – a loan to help pay for part or all of your tuition fees.

[fees.curtin.edu.au/feeHELP.cfm](http://fees.curtin.edu.au/feeHELP.cfm)

**EMPLOYER-PAID STUDY**

Your employer may be able to help you with the cost of postgraduate study. Many employers have developed formal employee education assistance policies in which education costs may be shared.

**TAX BENEFITS**

Your enrolment in postgraduate study at Curtin may entitle you to an income tax deduction for tuition fees and related expenses, if there is a direct connection between your course and your current work. Please consult the Australian Tax Office for more information.

This publication is available in alternative formats on request.

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Employers listed are based on known organisations that have employed a Curtin Business School graduate from the corresponding study major.

Curtin University is an accredited member of AACSB International - the Association to Advance Collegiate Schools of Business.

#### Note to international students

International students studying in Australia on a student visa can only study full-time and there are also specific entry requirements that must be met.

As some information in this publication may not be applicable to international students, refer to **international.curtin.edu.au** for further information. Australian citizens, permanent residents and international students studying outside Australia have the choice of full-time, part-time and external study.

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