In an age of expanding communication networks, marketing is increasingly seen as a highly skilled and complex profession. Whether designing or selling a product, communicating a government service, or raising awareness in the non-profit sector, marketing requires a broad understanding of marketing methodology, its tools, and broad communications and analysis skills. Many organisations are now seeking graduates who are highly qualified, multi-skilled and adaptable – people who are able to work across a range of projects, with an understanding of consumer, organisational and marketing needs.

The Master of Business (Marketing) is a highly specialised postgraduate coursework degree designed to prepare graduates for professional roles and managerial positions across the marketing spectrum.

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<th>UWS Course Code:</th>
<th>2698</th>
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<td>CRICOS Code:</td>
<td>031632M</td>
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<tr>
<td>Study Mode:</td>
<td>Domestic 1F/2P</td>
</tr>
<tr>
<td>Study Mode:</td>
<td>International 1F</td>
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</table>

**Admission**
Applicants must have successfully completed:
An undergraduate degree, or higher, in any discipline
OR
A Graduate Certificate in Marketing

**Course Structure**
Qualification for this award requires the successful completion of 80 credit points, which includes six core units and two alternate units.
If you do not meet the admission requirement for the Master degree, or wish to start with a shorter course, you might consider the following:

**GRADUATE CERTIFICATE IN MARKETING**

This course introduces students to marketing through an academically rigorous and practically relevant professional marketing education. The course provides a comprehensive grounding in fundamental marketing principles and practice. The course is ideally suited for those wishing to develop their marketing knowledge, skills and aptitude to perform as professional marketing managers.

**ADMISSION**

Applicants must have successfully completed:
An undergraduate degree in any discipline

OR

At least 4 years FTE general work experience

**COURSE STRUCTURE**

Qualification for this award requires the successful completion of 40 credit points which include four core units.

**CORE UNITS**

200737  Marketing Systems
200823.1 Buyer Behaviour
200824.1 Integrated Brand Management
200822.1 Applied Marketing Solutions
**Aaron Chen**  
**Master of Business (Marketing)**

In his final year at SGSM, Aaron completed an internship with local sheet metal fabrication and engineering business, C-Mac Industries.

Aaron impressed his employer so much that he was offered a full-time role as a marketer when he completed his course.

‘It was a fantastic outcome,’ Aaron says. ‘I loved the lecturers because many of them have industry experience, and in their teaching at SGSM combine their real business experience with their theory. You also learn a lot from your classmates with work experience.”

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**ADDITIONAL INFORMATION FOR ALL APPLICANTS**

**Advanced Standing**

If you have successfully completed equivalent postgraduate units at the University of Western Sydney (UWS) or another recognised academic institution, you may be eligible for Advanced Standing. The maximum advanced standing rule will apply.

**Admission**

If you are an Australian citizen or hold a Permanent Resident visa, you must apply to UWS via Universities Admissions Centre (UAC)  
www.uac.edu.au

If you are an international applicant, you must apply directly to UWS via UWS International. More information is available at www.uws.edu.au/international/admissions

If you have undertaken studies overseas, you may need to provide proof of proficiency in English. Details of minimum English proficiency requirements and acceptable proof can be found on the Universities Admissions Centre website (UAC) www.uac.edu.au

Overseas qualifications must be deemed equivalent to Australian qualifications by the Australian Education International – National Office of Overseas Skills Recognition (AEI-NOOSR) in order to be considered by UAC and UWS.
The University of Western Sydney reserves the right at all times to withdraw or vary courses listed within this publication. Variations may include but are not limited to location of its courses on UWS campuses or other locations. In the event that the course is to be changed, or withdrawn, applicants will be advised by mail to the address specified by them on their application. In respect of course location change students should be aware of the need to accommodate such changes for the whole or part of course for which they enrol.

**Domestic students**
For further information contact the Course Information Centre on 1300 366 290 or email postgraduates@uws.edu.au

**International students**
For further information contact International Course Enquiry on +612 9852 5499 or email internationalstudy@uws.edu.au

CRICOS Provider Number: 00917K