

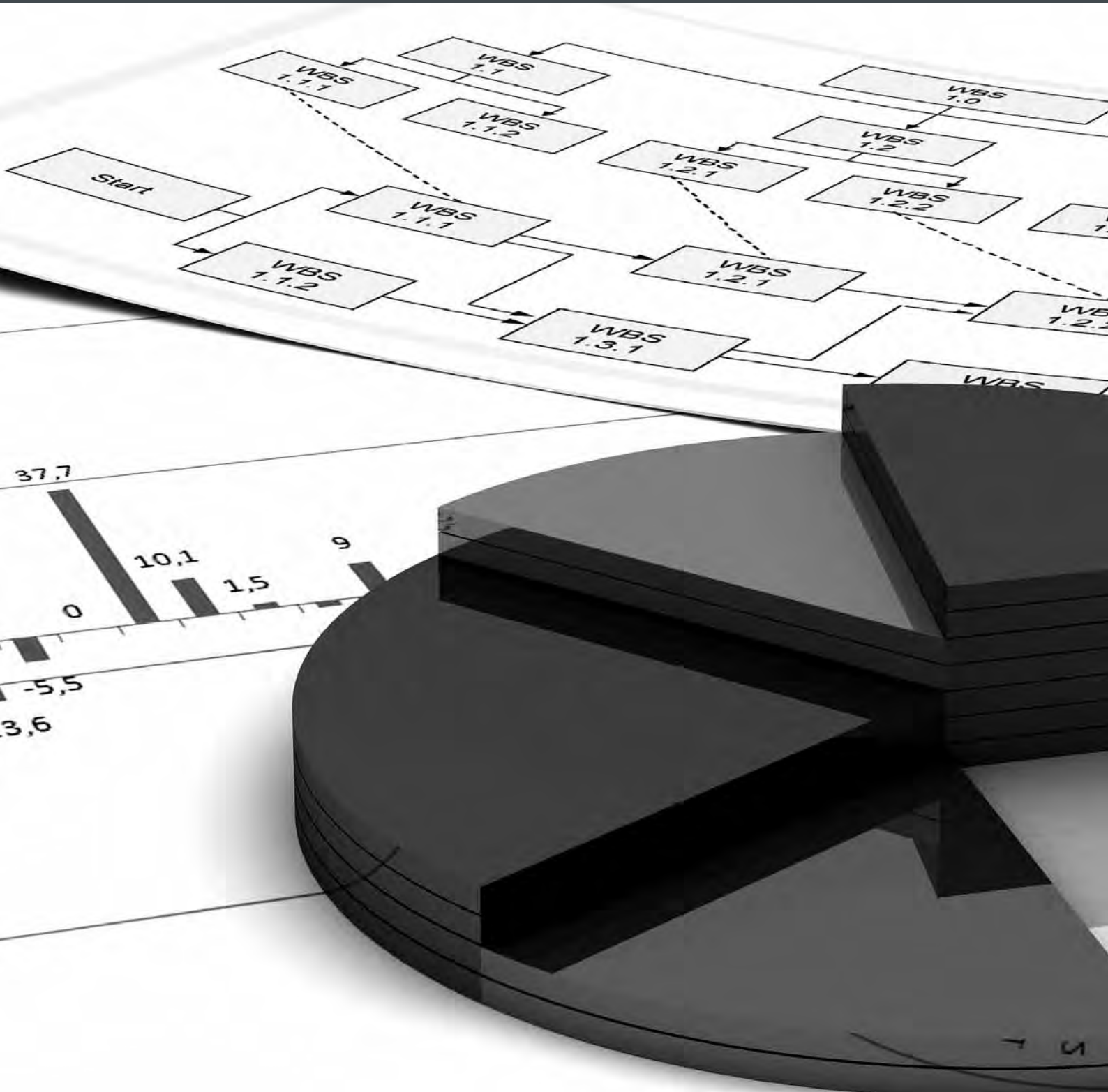
■ Postgraduate

Marketing

SWINBURNE

SWINBURNE
UNIVERSITY OF
TECHNOLOGY

swinburne.edu.au/postgrad



Postgraduate programs in marketing



Globalisation of trade, the astonishing rate of growth in internet coverage and radical changes in the way consumers receive information have transformed the role and importance of marketing to organisations today.

Swinburne has developed its marketing programs around real business case studies, practices and theories. The programs provide students with a toolkit that is immediately useful in the workplace and enable them to build a strong foundation for their marketing career.

Swinburne's size and commitment to innovation enables staff to forge close and meaningful relationships with industry – drawing on industry panels to develop courses, guest lecturers to enrich course presentations and industry networks to connect graduates.

Choosing Swinburne

Swinburne has been ranked among the top 400 universities in the world by the Times Higher Education World University Rankings 2011–2012 and also in the top three per cent of universities worldwide by the QS World University Rankings in 2011. Students also rate Swinburne highly, and the university receives consistently high rankings for teaching quality from *The Good Universities Guide*.



Marketing

Master of Integrated Marketing

Master of Marketing

Graduate Diploma of Marketing

Graduate Certificate of Marketing

This program offers students specialist knowledge in all aspects of marketing, the major driver of revenue and profits for most organisations.

The study of marketing is relevant to all areas of business life and students will learn how to use available resources to their advantage in a changing environment.

Graduates have found roles in a range of senior marketing roles both in Australia and internationally.

Admission requirements

A recognised bachelor degree with a credit average or above. Applicants with a recognised bachelor degree with less than a credit average may be considered and must submit a 500-word statement demonstrating their suitability for the program.

Relevant business experience is preferred but not essential.

Applicants with a degree in marketing and a minimum of two years' relevant business experience may be eligible for advanced standing at the graduate certificate level.

A special entry provision is available for those applicants who do not have an approved undergraduate degree, but have at least a minimum of five years' approved work experience.

Location

The Australian Graduate School of Entrepreneurship, Swinburne's postgraduate business school, is based at the Hawthorn campus.

Program length

Graduate certificate: Six months full-time or equivalent part-time

Graduate diploma: One year full-time or equivalent part-time

Master of Marketing: Eighteen months full-time or equivalent part-time

Master of Integrated Marketing: Two years full-time or equivalent part-time

Intakes

February and August

Program structure

Students must complete 12 units of study to qualify for the Master of Marketing.

Students may exit with a Graduate Certificate of Marketing after completing the initial four units or with a Graduate Diploma of Marketing after successful completion of eight units.

Students who complete the Master of Marketing and wish to specialise in a particular area or prepare for PhD studies can choose to extend their degree by studying an additional four units to qualify for the Master of Integrated Marketing.

All units of study are valued at 12.5 credit points unless otherwise stated.



Marketing (continued)

Units of study

Stage 1: Graduate certificate

HBM420	Marketing Fundamentals and Practices
HBM424	Customer Behaviour and Management
HBM425	Marketing Research Fundamentals
HBM423	Marketing Planning

Exit with a graduate certificate or progress to the graduate diploma

Stage 2: Graduate diploma

HBM532	Marketing Project Management
HBM533	Marketing Strategy Development
Plus two electives	

Exit with a graduate diploma or progress to the master

Stage 3: Master of Marketing

Option 1

HBM525	Marketing Decision Tools
HBM526	Information Analysis
Plus two electives	

Option 2

Core units (choose one)	
HBM525	Marketing Decision Tools
HBM526	Information Analysis
Plus three electives	

Option 3

Core units (choose one)	
HBM525	Marketing Decision Tools
HBM526	Information Analysis

Option 3 units

HBM620	Research Methodology
HBM624	Integrative Project in Marketing*

Stage 4: Master of Integrated Marketing

Option 1 – Research focused

Core units (complete if not previously undertaken)	
HBM525	Marketing Decision Tools
HBM526	Information Analysis
HBM620	Research Methodology
HBM624	Integrative Project in Marketing*

Option 2 – Coursework

Select one option	
Complete four additional elective units to the value of 50 credit points	
Complete three additional core units to the value of 50 credit points	

Exit with the Master of Integrated Marketing

Elective units

HBM520	Trends in Marketing
HBM522	Customer Relationship Management
HBM523	eMarketing
HBM525	Marketing Decision Tools
HBM526	Information Analysis
HBM534	Marketing Management
HBM535	Entrepreneurship and Innovation
HBM529	Brand Dynamics
HBM530	Sales Management
HBM531	Ethics in Business and Marketing
HBM620	Research Methodology
HBM623	Integrative Project in Marketing

* Unit is valued at 50 credit points.

Jerro Lin

IMI Buschjost Norgen GmbH & Co. KG, Germany

"I was working in strategic marketing before deciding to return to study in order to focus my career path. I chose this program because it wasn't just a simple marketing course; it included elements such as process mapping, strategic planning and entrepreneurial business concepts. It is a very practical course, combining academic study and the sharing of real work experiences. It also provided great networking opportunities.

I had great working relationships with classmates and lecturers. Also, I found my present position through a Swinburne contact. I have worked in different divisions of my company in Singapore, England, USA, Germany and China on various projects in marketing, supply chain management, engineering sourcing and business development.

I am currently in our German division working on business development in Chinese markets, and next year I will move to the USA to develop our markets there."





Global leadership program

Master of Marketing Global Leadership Program

This program offers students the opportunity to gain a Master of Marketing from Swinburne and a Master of Science in Leadership from Northeastern University in Boston, USA.

The program is delivered in Melbourne and the Northeastern component is taught by Northeastern academics via a combination of face-to-face and online delivery modes.

Students also have the option of applying to undertake part of their program at Northeastern University in Boston.

Admission requirements

A recognised bachelor degree with a credit average or above. Applicants with a recognised bachelor degree with less than a credit average may be considered and must submit a 500-word statement demonstrating their suitability for the program.

Relevant business experience is preferred but not essential.

Applicants with a degree in marketing and a minimum of two years' relevant business experience may be eligible for advanced standing at the graduate certificate level.

A special entry provision is available for those applicants who do not have an approved undergraduate degree, but have at least a minimum of five years' approved work experience.

Students who wish to study at Northeastern must also apply for a US student visa.

Location

Hawthorn campus; an option to study part of the course at Northeastern University in Boston, USA is also available.

Program length

Two years full-time or equivalent part-time

Intakes

February, June and August

Program structure

Students must complete eight units of study from Swinburne's Master of Marketing program and eight units of study from Northeastern's Master of Science in Leadership.

All units of study are valued at 12.5 credit points unless otherwise stated.

Units of study

Master of Marketing	
Core units (group one)	
HBM420	Marketing Fundamentals and Practices
HBM424	Customer Behaviour and Management
HBM425	Marketing Research Fundamentals
HBM423	Marketing Planning
HBM532	Marketing Project Management
HBM533	Marketing Strategy Development
Core units (group two): select one	
HBM525	Marketing Decision Tools
HBM526	Information Analysis
Plus one elective unit	

Master of Science in Leadership	
Developing your Leadership Capability	
Creating a High Performance Organisation*	
Creating Leadership Capacity	
Leading Teams	
Building Financial Relationships*	
The Ethical Leader	
Managing Organisational Culture	
Developing the Strategic Leader	

* Units are delivered online.



General information

Facilities

As a Swinburne student you will automatically gain access to a range of facilities. These include a well-resourced library, computer laboratories, fitness and health facilities, personal and career counselling, housing, employment and financial advice.

Fees

In 2012, tuition fees for Australian citizens and permanent residents are based on \$2300 per 12.5 credit point unit of study.

The fee for the Master of Integrated Marketing program is therefore \$36,800 (including the Master of Marketing, the graduate certificate and graduate diploma). The fee for the Master of Marketing is \$27,600 (including the graduate certificate and graduate diploma). The fee for the graduate diploma is \$18,400 (including the graduate certificate); for the graduate certificate it is \$9200.

The fee for the Master of Marketing Global Leadership Program is \$36,800.

In the event that a unit of study is derived from another program, the applicable fee will be that of the other program. All fees are reviewed each year and may increase without notice.

For all fee enquiries visit www.swinburne.edu.au/studentoperations/fees

FEE-HELP

FEE-HELP is a government-funded loan that helps eligible fee-paying students to pay their tuition fees. FEE-HELP is available to Australian citizens and holders of a permanent humanitarian visa. It is not available to New Zealand citizens and most holders of Australian permanent visas.

For further information, visit www.goingtouni.gov.au

Application procedure

You may lodge your application at any time, but each intake period has an application submission closing date. To obtain an application form, phone 1300 275 794 or visit www.swinburne.edu.au/postgrad/apply

Applications must be accompanied by a certified copy of your passport or birth certificate, a certified copy of academic transcripts and a current résumé.

International students

If you want to study at Swinburne but are not an Australian resident, contact Swinburne International on +61 3 8676 7002 or 1800 897 973 within Australia, or visit www.swinburne.edu.au/international

Recognition of Prior Learning

Recognition of Prior Learning (RPL) allows students to be granted credit or partial credit towards a qualification in recognition of skills and knowledge gained through work experience, tertiary qualifications and/or formal training.

For more information, visit www.swinburne.edu.au/postgrad

Application closing dates

Applications close in early February for Semester 1 and in mid-July for Semester 2. For students commencing in Winter Term (June), applications must be received by the end of the first week of term.

For current closing dates visit www.swinburne.edu.au/postgrad

Information sessions

Information sessions are held regularly throughout the year. They are a great opportunity to meet and talk to staff about your postgraduate study options. The sessions help you understand what your chosen postgraduate program entails – what you can learn and what your study options are and where your qualification may take you.

For session dates visit www.swinburne.edu.au/postgrad

Further information

Telephone: 1300 275 794
Email: postgrad@swin.edu.au
Website: www.swinburne.edu.au/postgrad

■ ANY QUESTIONS?

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■ CAMPUSES

Hawthorn campus
John Street, Hawthorn

Prahran campus
144 High Street, Prahran

Lilydale campus
Melba Avenue, Lilydale

Melbourne CBD campus
196 Flinders Street, Melbourne

Croydon campus
12-50 Norton Road, Croydon

Wantirna campus
369 Stud Road, Wantirna

Sarawak campus
Kuching, Sarawak, Malaysia



CRICOS Provider Code: 00111D

The information contained in this course guide was correct at the time of publication, January 2012. The university reserves the right to alter or amend the material contained in this guide. The information in this guide does not apply to international students. For information about courses for international students please go to www.swinburne.edu.au/international

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