

POSTGRADUATE



Master of Marketing

One year degree – two ways forward

If you have made your mark as an undergraduate, you may have earned the opportunity to join the graduate community of marketing students in the Master of Marketing (MMart). This internationally recognised degree will broaden and deepen your understanding of marketing and equip you with the academic, professional and marketing skills to accelerate your career and differentiate yourself in the market. You will cover advanced marketing strategy, research and analysis, as well as a range of options allowing you to specialise in your chosen field including Entrepreneurship, Branding, Consumer Behaviour and Advertising.

The MMart is a 12 or 18 month full-time degree that encompasses both coursework and research. It suits both marketing majors and graduates from related disciplines. Coursework is spread over two semesters and is followed by a research component where you will choose an industry or an academic focus.

As a Master of Marketing, you will have the ability to add value to industry, or pursue higher level doctoral study – one degree, two ways forward.

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Flexible study options

When studied full-time you can complete the MMart in either 12 or 18 months. If you plan to complete the programme in 12 months the coursework component is spread over two semesters and is followed directly by the research component.

Alternatively, you may opt to take a break over the summer and complete your research project in Semester One of the following year. In this situation the MMart will be completed in 18 months.

Completing the MMart as a part-time student will take between 24-36 months and offers similar flexibility in completing coursework papers and the research component.

Background required

To enrol in the MMart you should have a B+ or better average grade at the equivalent of 300-level in an undergraduate degree in a relevant area of study. You will not be able to enrol in the MMart if you already hold an honours degree in Marketing, or Postgraduate Diploma in Marketing.

Career opportunities

As a graduate of the MMart you will have a wide range of career opportunities in a range of marketing roles in both the private and public sectors nationally and internationally.

For questions about
Master of Marketing
otago.ac.nz/marketing



Degree structure

The programme of study shall consist of seven 20-point taught papers together with a 40-point applied project or research project. The papers will be made up of:

Three compulsory papers:

MART 460	Research Methods	20 points
MART 461	Marketing Theory	20 points
MART 462	Advanced Marketing Analysis	20 points

Plus four elective papers

At least two of the following elective papers:

MART 448	Advanced Business Analytics	20 points
MART 463	Food Marketing	20 points
MART 464	Consumer Behaviour	20 points
MART 465	Retailing	20 points
MART 466	Digital Marketing	20 points
MART 467	Tourism Marketing	20 points
MART 468	Branding	20 points
MART 469	Advertising, Planning and Concept Development	20 points
MART 470	Special Topic in Marketing	20 points

Other elective papers that can be taken:

BSNS 401	The Environment of Business and Economics	20 points
ENTR 411	Introduction to Entrepreneurship	20 points
ENTR 415	New Venture Strategy	20 points
MANT 454	Global Management	20 points

or a suitable alternative as approved by the Head of the Department of Marketing

Plus one of the following project papers (compulsory):

MART 501	Applied Project	40 points
MART 580	Research Project	40 points

