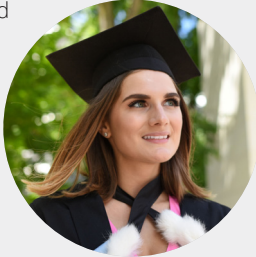


What our recent graduates say

"During my final year of Law and Marketing, I decided to pursue my passion for marketing by studying for a master's."



"Studying and learning in such an encouraging environment really set me up to achieve to the best of my abilities, and it was clear that hard work did not go unnoticed."

"My experience at Otago has been a key influence on my character. Aside from my education, it has taught me to always be inquisitive, resilient and independent – which are three things I aim to bring to work every day!"

Lucy King

Law and Marketing, Master of Marketing
Analyst at First AML

"My favourite thing about the MArt was that all the papers were focused on subjects and topics that were of interest to me. For my research-based thesis, I investigated the motivational factors influencing New Zealand consumers to purchase craft beer. As there was little to no academic research like this at the time, the study allowed me to go to future employers with unique research that was valuable and insightful to their business. It also allowed me to meet some great people within the industry, many of whom I am in regular contact with today."



Christian Giannotti

Master of Marketing

Territory Manager, Lion /The Drinks Collective

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otago.ac.nz/mmart

POSTGRADUATE



BUSINESS SCHOOL
Te Kura Pakihi

BUS-050268-0521



POSTGRADUATE



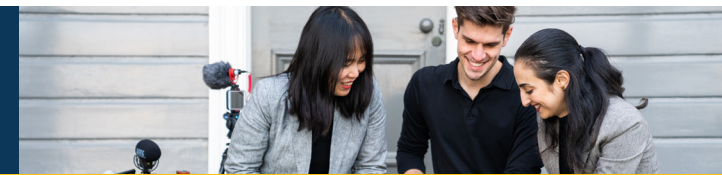
BUSINESS SCHOOL
Te Kura Pakihi

Master of Marketing

One-year degree – two ways forward.



One-year degree – two ways forward.



Master of Marketing (MMart)

If you have made your mark as an undergraduate, then consider joining 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 job 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 advertising, branding, consumer behaviour, digital marketing, food marketing, tourism and entrepreneurship.

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, 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 the industry or pursue higher-level doctoral study – one degree, two ways forward.

Why study the MMart at Otago?

The marketing landscape is rapidly evolving. Marketers need to be agile, experimental and evidence-based in their approaches, which requires specialised knowledge and skills. The MMart is designed to equip graduates to work in this evolving marketing landscape.

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 1 of the following year. In this situation, the MMart will be completed in 18 months.

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

Key information about the MMart

- Open to students who have completed a bachelor's degree in any discipline.
- Students with an equivalent alternative qualification or experience acceptable to the Pro-Vice-Chancellor (Commerce) will be considered.
- Usually requires an average grade of B+ in relevant 300-level papers.
- 12–18 months of full-time study or 24–36 months of part-time study.

Teaching style and methods

You will learn through a mixture of lectures, small group discussions and readings, case analyses, and interactions with outside organisations. The assessments include essays, individual and group work, presentations, research projects and final exams.

Career opportunities

The MMart is establishing a solid graduate employment track record. Some examples of MMart graduate destinations include Media Com, GroupM, Colmar Brunton, Lion, Red Bull Vietnam, IBM Japan, Silver Fern Farms, Brunton (parent company of MYOB), IRI Australia and Otago Polytechnic.

Degree structure

Three compulsory papers:

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

Plus four of the following elective papers, including at least two MART papers:

MART 448	Advanced Business Analytics	20 points
MART 463	Food Marketing	20 points
MART 464	Consumer Behaviour	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
ENTR 411	Introduction to Entrepreneurship	20 points
ENTR 415	New Venture Strategy	20 points
MANT 454	Global Management	20 points
BSNS 401	The Environment of Business and Economics	20 points

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

Plus one of the following project papers:

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