ABOUT THE DEGREE

Advance your marketing expertise and gain the critical and analytical skills required to be able to solve modern global marketing challenges.

This Master of Marketing will provide you with advanced knowledge in marketing and strategic decision-making. The course builds on existing skills, improving participants’ ability to manage the risk and uncertainty associated with all major marketing decisions. The key study focus areas include: marketing communications, strategic branding, consumer behaviour, digital and social media marketing, research, analytics and user experiences.

ABOUT CURTIN UNIVERSITY

Curtin University is an innovative, global university, with campuses in Perth, Mauritius, Dubai, Singapore and Malaysia. We are known for our high-impact research, strong industry partnerships and commitment to preparing students for jobs of the future.

Curtin is ranked in the top one per cent of universities worldwide in The Academic Ranking of World Universities (ARWU) 2020 and has received a five star rating in the QS Stars University Ranking 2019.

The university is ranked below 100 worldwide in the following 7 areas:
Mining and Mineral Engineering, Hospitality and Tourism Management, Earth Sciences, Chemical Engineering, Nursing, Remote sensing and Education.
COURSE ESSENTIALS

MASTER OF MARKETING

Course entry requirements

• Bachelors Degree, or any equivalent qualification from a tertiary education institution.
• Meet Curtin’s English competency standards which consist of either the completion of a Bachelors degree course in which English was the language of instruction or applicants must pass the IELTS or TOEFL.
• Students can complete the Master of Marketing in less than two years. Applicants with extensive leadership experience in relevant industry settings will be eligible to apply for Credit for Recognised Learning (CRL). Candidates will need to submit evidence of completion of an undergraduate qualification, and a CV, including documented evidence of the relevance and the complexities of the experience of prior learning. This could include such evidence as, references, letter/s from an employee, evidence of professional development, executive education courses, completion of MicroMasters or MOOC (Massive Open Online Course), a portfolio showing field, volunteer and service work and learning, and community engagement, to be considered for up to 100 credits points of CRL.

Duration
The programme is run over 2 years (four semesters)

Intake
February and July

Application procedures
Candidates must complete the application form available at Curtin Mauritius Future Student Centre and must submit relevant copies of the following documents:
• Copies of educational qualifications
• Copy of Degree and Academic Transcript
• Copy of CV
• Two passport - size photographs
• Copy of National Identity Card and Birth Certificate
(The originals of the above documents are needed for certification purposes)

COURSE STRUCTURE (12 UNITS)

<table>
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<tr>
<th>UNITS</th>
<th>UNIT CODE</th>
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<tr>
<td>Buyer Behaviour and Analysis</td>
<td>MKTG5007</td>
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<tr>
<td>Marketing Intelligence and Analytics</td>
<td>MKTG5006</td>
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<tr>
<td>Strategic Brand Management</td>
<td>MKTG5012</td>
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<td>Integrated Global Communications</td>
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<td>Digital and Interactive Marketing</td>
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<td>Business Research Methods</td>
<td>MKTG5004</td>
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<tr>
<td>Marketing Project 1</td>
<td>MKTG6008</td>
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To select 2 elective units and 2 optional units (list to be communicated in due course)

For more information:
curtinmauritius.ac.mu

PLEASE CONTACT THE FUTURE STUDENTS CENTRE
study@curtinmauritius.ac.mu
TELFAIR, MOKA, MAURITIUS
(230) 401 65 11
(230) 433 30 05
curtinmauritius.ac.mu

Disclaimer: Please note that Curtin Mauritius reserves the right to change the content and method of assessment, to change or alter tuition fees and any unit of study, to withdraw any unit enrolment in any unit or program and/or to vary arrangements for any programme

Course Structure Disclaimer: Curtin University reserves the right to alter the internal composition of any course to ensure learning outcomes retain maximum relevance. Any changes to the internal composition of a course will protect the right of students to complete the course within the normal time frame and will not result in additional cost to students through a requirement to undertake additional units.

Note: To qualify for a degree 300 Credits (or 12 study units) must be obtained, within the appropriate combination of study units as prescribed in the curriculum. No exit certificate is awarded.

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