

2024 Master of Marketing (Trimester 3 2024 Intake)

MMktg AK1045

180 points | 12 months full-time study

Trimester 3 (V3) 2024	MKTG860 Marketing Management (15 PTS)	MKTG866 Marketing in the Contemporary World (15 PTS)	ECON863 Economics and Quantitative Methods (15 PTS) <i>Restriction: ECON861, ECON862</i>	MGMT861 Managing Organisations and People (15 PTS)
Trimester 1 (V1) 2025	MKTG861 Marketing Intelligence (15 PTS) <i>Pre-requisite: MKTG860</i>	MKTG864 Digital Marketing Architecture (15 PTS) <i>Pre-requisite: MKTG860</i>	BUSS901 Applied Business Research and Communication Skills (15 PTS)	<i>Choose one of:</i> MKTG868 Creative Ideation and Innovation <i>OR</i> BSYS847 Business Analytics 1: Understanding and Visualising Data
Trimester 2 (V2) 2025	MKTG869 Strategic Digital Marketing (15 PTS)	MKTG996 Applied Marketing Project (45 PTS) <i>Pre-requisite: BUSS901, 120 points from programme with a GPA of B- or better</i>		

Part-time study also available, please consult with the programme team (business.postgrad@aut.ac.nz) regarding course selections.

Disclaimer: Information is subject to change

Key:

Core

Capstone