

GRADUATE CERTIFICATE / MASTER

Graduate Certificate & Master of Marketing

→ Dive into campaign crafting and hands-on trend analysis, supported by flexible online learning and industry-aligned partnerships. Equip yourself to lead confidently in today's dynamic markets and achieve impactful results.

This document contains information on the:

- GC053 Graduate Certificate in Marketing
- MC197 Master of Marketing



Who this program is for:

Our Marketing programs are ideal for:

- **Experienced marketers** seeking to move into leadership and management roles in marketing and related fields.
- **Career switchers** looking to move into marketing roles with a solid knowledge foundation.



DURATION:

- Masters: 12 courses | 2 years part time*
- Masters: 16 courses | 2.7 years part time*
- Graduate Certificate: 4 courses | 8 months part time*

HOURS OF STUDY PER WEEK, PER COURSE:

Each course is seven weeks in duration and requires a minimum of 15 – 20 hours of study per week. Completion time is dependent on individuals' study paths and course availability. Please speak to a student advisor for more information.

ENROLMENT:

Six intakes annually: January, March, May, July, September, and October.



Why study Marketing?

This program will equip you with the expertise to develop marketing strategies that resolve business challenges and deliver effective outcomes.

With the rapid evolution of data and technology, the role of the marketer has fundamentally changed. New marketing strategies are essential, as businesses increasingly value digital skills and collaborative efforts across departments. Whether you're an experienced marketer or just stepping into the field, RMIT Online gives you the tools to excel in a fast-paced digital world.

You'll learn to apply proven marketing theory, developing strategic expertise and the capability to plan, direct, implement, and enhance marketing campaigns effectively. As the industry continues to evolve, the program equips you with fundamental marketing principles, ensuring you remain a relevant and agile thinker in a rapidly changing landscape. Additionally, these accredited courses are recognised by the Australian Marketing Institute (AMI), allowing students and graduates to apply for membership with both the AMI and the Australian Market and Social Research Society, further enhancing your professional credentials.

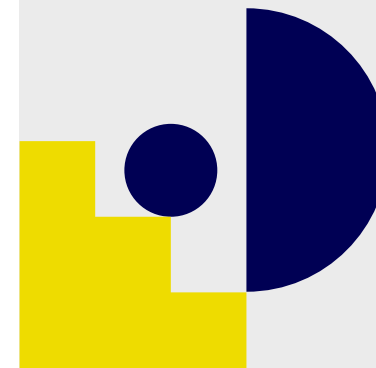
83% of marketers in Australia

plan to increase their investment in marketing technology over the next year, emphasizing the critical role of tech in strategy development.

(AUSTRALIAN MARKETING TECHNOLOGY LANDSCAPE REPORT, 2023)

The Australian Government's Job Outlook reports a projected **15% growth in marketing roles** over the next five years.

(JOBS AND SKILLS AUSTRALIA, 2023)



So, why study Marketing with us?

- **Learn to apply proven marketing theory:** Develop strategic expertise, and the capability to strategically plan, direct, implement and improve marketing campaigns, and apply them where it counts.
- **Stay relevant in rapidly changing industry:** Learn fundamental marketing principles to become an effective marketing expert as the landscape continues to shift. Be an agile thinker with strong foundations to draw from.
- **AMI competency framework:** The AMI Marketers' Competency Framework will enable you and your marketing colleagues to identify and pursue personal development goals and accelerate your career progression.



AUSTRALIAN MARKETING INSTITUTE (AMI)

- ➔ The online Graduate Certificate and Master of Marketing is an Australian Marketing Institute (AMI) Accredited Course. In addition, students and graduates are eligible to apply for membership of the AMI and the Australian Market and Social Research Society.

Why study with RMIT Online?



Flexible online learning

The freedom of learning online means you can study, whenever and wherever you want.

Real world skills

Our project-based assessments mean you'll roll up your sleeves and create projects for real world scenarios, allowing you to see the immediate impact of your learning within your organisation.

Full-time support

Our expert team of support advisors along with academic tutors and course coordinators are the best at what they do and are here to support you every step of the way.

Industry connected

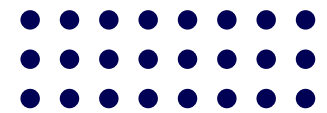
We combine the forces of a leading technology university with high-profile industry partners to ensure that you are job ready — learning practical skills that align with industry best-practice.

Propel your career

Online postgraduate programs receive the same qualification as on-campus — without putting your life on hold.

Future-focused

With up to date content, RMIT Online courses are shaped by the future of work needs, ensuring that you acquire the latest industry relevant skills for today's in-demand jobs.



The online learning experience

Never feel like you're studying alone with our online learning student support, here to help you every step of the way. Troubleshoot any problems easily, from enrolment till your day of graduation. With a fully online learning experience, flexibly study around your work or life commitments with our personalised student experience tools, designed to keep you on track and set up for success.



Online facilitator

You'll study in a small cohort of around 35 students under the expert guidance of an Online Facilitator who has industry experience and academic qualifications in your field of study. This gives you opportunities to ask questions, get feedback, engage with peers, and connect to how things work in industry.

Student support

Our Student Success team will be there to help you from the moment you join us, through onboarding webinars, phone calls, online resources, study coaching, and more. Rest assured that you'll get the support you need, when you need it.

Onboarding for success

You'll get access to an onboarding module that prepares you for online study journey. This onboarding module will have helpful study tips, academic skills, insights, and information about key tools and services available to you. By completing this module, you'll be set up for success in your studies.

Personal learning profile

All our students are encouraged to engage with our personal learning profile tool, which has been informed by the latest educational research. Understanding your personal learning profile will give you insights into your strengths and opportunities you have on your learning journey.

Active learning

Each course is designed using our best practice learning design approaches for active learning. Active learning, such as games, case studies, scenarios, and interactive content, benefits your study because you apply new knowledge, practice new skills, and are better prepared for your assessments. Students in active learning courses are shown to be more successful.

Progress insights

Each course provides you with a visual indicator to show your progress through the course. Seeing your progress helps you plan, manage, and navigate your study time and learning activities for your own study success.

Career Services

Enjoy invitations to our masterclasses and on the couches, as well as mentorship program career workshops and 1-1 career advice.



Entrance requirements for Masters of Marketing:

12 course masters:

- An Australian bachelor degree or equivalent in a business or related discipline from a recognised tertiary institution*.

16 course masters:

- An Australian bachelor degree or equivalent in any discipline from a recognised tertiary institution*, or
- An Australian Bachelor degree (or equivalent overseas qualification), or higher level qualification, from a recognised tertiary institution* in any discipline plus a minimum of two years relevant work experience, or
- The RMIT Graduate Certificate in Marketing ^

- An Australian bachelor degree or equivalent (or higher-level qualification), in any discipline from a recognised tertiary institution.*
- If you do not meet the above entry requirements for the Graduate Certificate in Marketing; you may be considered if you have five years of relevant work experience.

We offer Recognition of Prior Learning, or the recognition of previous study or learning. This means you can apply for credit and reduce the number of courses you need to complete. Your application will be decided on a case by case basis. RMIT aims to grant as much credit as possible at the time of offer, so it's important to provide as much evidence of prior study or work experience as possible with your application. Speak to our Enrolment Advisors to find out more.

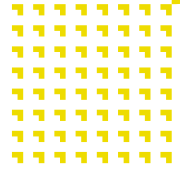
**If your qualification was completed more than 10 years ago you will need to provide evidence of ongoing professional work and/or professional development in the same discipline as the program for which you are seeking entry.*

^ Upon successful completion of the Graduate Certificate you will have the opportunity to progress to the Masters degree.

English language requirements:

You must meet the University's [minimum English language requirements to be eligible for a place in this program.](#)

If you are a local student, refer to the [English requirements for postgraduate coursework programs.](#)



Australian student visas:

RMIT's Online Graduate Certificate and Master of Marketing do not meet Australian Student Visa requirements. For an Australian student visa, you must have an on-campus place in a program of study.

For more details on RMIT's on-campus programs visit rmit.edu.au

Articulation and Pathways:

Masters:

- Students admitted with the equivalent of an Australian Bachelor degree or higher level qualification in business (or a related discipline) will be exempted from completing **four (4) Business and Law courses** (48 credit points) from the optional course list in Year 2 of the program. Students will be required to complete an additional twelve (12) courses (144 credit points) in order to qualify for the degree
- Students who successfully complete the RMIT Graduate Certificate in Marketing will be exempted from completing the four (4) discipline courses completed in the Graduate Certificate in Marketing and will be required to complete an additional twelve (12) courses (144 credit points) in order to qualify for the degree.

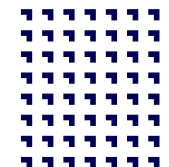
Graduate Certificate:

- Students who successfully complete the RMIT Graduate Certificate in Marketing will articulate into the Master of Marketing and will be exempted from completing the four (4) discipline courses completed in the Graduate Certificate in Marketing and will be required to complete an additional twelve (12) courses (144 credit points) in order to qualify for the degree.
- GC053 Graduate Certificate in Marketing is also an exit award for the Master of Marketing. It is available to students upon successful completion of the four (4) courses (48 credit points) specified in the program structure.

Credit and exemptions will be assessed consistent with the principles of the RMIT University Credit Policy.

Credit outside of the above arrangements will be assessed consistently with the RMIT University credit policy and procedures. If you wish to apply for a credit transfer/RPL, please refer to '[Apply for credit](#)'.

Fee summary



2025 indicative fees

In 2025, the amount (tuition fee) you will pay for full-time study is:

- Graduate Certificate in Marketing: 2025 tuition fees are \$4,200 per course, totalling \$16,800 ^ for 4 courses
- Master of Marketing (12 courses): 2025 tuition fees are \$4,200 per course, totalling \$50,400^
- Master of Marketing (16 courses): 2025 tuition fees are \$4,200 per course, totalling \$67,200
- ^ Plus a capped Student Services and Amenities Fee (SSAF) based on your credit point enrolment load.

Additional expenses:

- Student services and amenities fee (SSAF): AU\$365 maximum fee for 2025
- Other items related to your program, including field trips, textbooks and equipment.

Annual fee adjustment:

Amounts quoted are indicative fees per annum, and are based on a standard year of full time study (96 credit points). A proportionate fee applies for more or less than the full-time study load. Fees are adjusted on an annual basis and these fees should only be used as a guide.

Defer your payment:

You may be eligible to apply to defer payment of your SSAF through the SA-HELP loan scheme.

Paying your fees and applying for refunds:

For information on how to pay your fees to apply for a refund, please see paying your fees and applying for refunds.

Fee assistance

SA-HELP Loans

You may be eligible to apply to defer payment of the Student services and amenities fee (SSAF) through the [SA-HELP](#) loan scheme. If you use SA-HELP, the amount will be added to your accumulated HELP debt.

How does a HELP loan work?

If your FEE-HELP and/or SA-HELP loan application is successful, the Australian Government will pay RMIT, on your behalf, up to 100% of your fees. This amount will become part of your accumulated [HELP](#) debt.

You only start repaying your accumulated HELP debt to the Australian Government once you earn above the minimum income threshold for repayment, which is set each year by the Australian Government (this also applies if you are still studying).

The Australian Taxation Office (ATO) will calculate your compulsory repayment for the year and include this on your income tax notice. For more information about loan repayment options see [Commonwealth assistance \(HELP loans\)](#) or [Study Assist](#).

Additional expenses

In addition to tuition fees, you will be charged an annual [student services and amenities fee \(SSAF\)](#), which is used to maintain and enhance services and amenities that improve your experience as an RMIT student. The SSAF is calculated based on your enrolment load and the maximum fee for 2025 is \$365.

For more information about calculating your actual SSAF see [Paying SSAF](#). You may also be required to purchase other items related to your program, including field trips, textbooks and equipment. These [additional fees and expenses](#) vary from program to program.

^ Fees typically increase each year and may change without notice. Total fees are estimates only, and should only be used as a guide.

Choosing the right program for you:

| | Graduate Certificate in Marketing | Master of Marketing | Digital Marketing Leadership |
|------------------------|--|--|--|
| Objective | Unlock your marketing potential by exploring strategies that create customer value and foster innovation. | Develop and implement innovative project management strategies by applying advanced theories, effectively communicating and justifying decisions to stakeholders, utilising industry knowledge to solve diverse problems, working autonomously and collaboratively, critically reflecting on practices, and employing research methods and technical skills to enhance professional practice and knowledge. | Gain the skills to leverage data analytics for actionable consumer insights, assess digital maturity, and develop strategies to enhance marketing performance in a rapidly evolving digital landscape. |
| Who this course is for | <p>Experienced marketers seeking to move into leadership and management roles in marketing and related fields.</p> <p>Career switchers looking to move into marketing roles with a solid knowledge foundation.</p> | <p>Experienced marketers seeking to move into leadership and management roles in marketing and related fields.</p> <p>Career switchers looking to move into marketing roles in a more entry level position looking to expand their knowledge.</p> | <p>Experienced marketers looking to lead digital transformation in marketing, creating customer-centric marketing strategies, with a focus on building data and technology.</p> <p>Career switchers who have been working in another field, and are looking to move into marketing and expand their knowledge in Digital Marketing Leadership</p> |
| What you'll learn | <ul style="list-style-type: none"> • Demonstrate a broad, critical and practical understanding of contemporary marketing issues and practices in business • Evaluate the role of marketing and its relationship with other functional areas of business to create customer value • Identify and critically analyse marketing problems and design appropriate marketing strategies and tactics to solve such problems • Apply marketing expertise and knowledge to planning, directing, implementing, monitoring and controlling an organisation's marketing effort • Apply innovative thinking and creativity approaches to effectively address marketing problems and build market-based assets • Apply research principles and methods to design innovative options and solutions for, and make reasoned judgments about, problems and issues in contemporary business practice. | <ul style="list-style-type: none"> • Demonstrate a broad, critical and practical understanding of contemporary marketing issues and practices in business • Evaluate the role of marketing and its relationship with other functional areas of business to create customer value • Identify and critically analyse marketing problems and design appropriate marketing strategies and tactics to solve such problems • Apply marketing expertise and knowledge to planning, directing, implementing, monitoring and controlling an organisation's marketing effort • Apply innovative thinking and creativity approaches to effectively address marketing problems and build market-based assets • Apply research principles and methods to design innovative options and solutions for, and make reasoned judgments about, problems and issues in contemporary business practice. • Apply and integrate professional theory with practice in authentic Work Integrated Learning (WIL) contexts, professional contexts and industry settings. | <ul style="list-style-type: none"> • Critically examine theories and evidence about the drivers and barriers to successful digital transformation of marketing functions. • Formulate plans to mature or transform the digital capability of a marketing function to create business and customer value including assessing digital maturity, people, processes and technology. • Assess and justify the selection of various advanced digital communication tools or media channels as strategic resources to improve customer experience and marketing performance. • Design and derive relevant analytics and insights that ethically profile customers and inform marketing strategy. • Assess the emerging marketing technology landscape such as the interrelationship among data, technology and platforms to identify opportunities and recommend solutions. • Develop evidence based and reflective leadership approaches and effectively communicate initiatives with a variety of business stakeholders |

Glossary of terms

Here's a list of key terms that you'll encounter throughout the upcoming program overview and detailed course overview sections of this brochure. We recommend you understand these terms, and may need refer back to this glossary where required.

Award: A qualification that will be conferred on a student upon successful completion of an award program.

Graduate Certificate: A Graduate Certificate provides a solid grounding in an area. It includes introductory to intermediate-level content across 8 months intensive part time. Graduate Certificates are considered post-graduate qualifications, and in Australia are considered Level 8 under the Australian Qualifications Framework.

Master: A masters degree is a specialised course that requires you to find advanced answers to complex problems or questions. Studying for a masters degree can help you become a leader in your field, or lead to further study in a doctoral degree (PhD) and in Australia are considered a level 9 under the Australian Qualification Framework.

Census: This is your key enrolment and HELP loan application deadline. It's important, because if you miss the census date you might have to pay for study that you don't want or need to do.

Course: A unit of study with specified learning outcomes that may be a component of a program. A course is generally 12 credit points.

Course coordinator: Your course coordinator ensures your course is run to the highest standard. They are the academic experts who wrote and developed most of the course content. They are here to assist and oversee how the course runs including but not limited to assessment moderation and grades release, publishing results, and reviewing extension requests for approval.

Capstone: A capstone course is a core course that offers students nearing graduation the opportunity to integrate their learning to help address issues a particular discipline or profession faces.

Credit points: A measure of study load that will be represented by a numerical value that must be assigned to a course.

Experiential learning: Experiential learning refers to the process of learning through experience, and more narrowly defined as learning through reflection on doing. This course will focus on practically applying the skills you've gained into various tasks and projects. You'll work on a virtual industry project and demonstrate industry-ready skills upon completion of the program.

Major: A series of eight or more courses in an area of specialisation within a bachelor degree program.

Minor: A series of four courses in the same subject or area of specialisation.

Program: A curriculum of study that will provide a structured approach for you to achieve defined learning outcomes and may lead to one or more awards and must have at least one program offering. At RMIT Online, a program is made up of multiple courses.

SSAF: A Student Services and Amenities fee based on your enrolment load, which is used to maintain and enhance services and amenities that improve your experience as an RMIT Online student.

Student success advisor: provides personalised non-academic study support and will equip you with study tips and online resources. They also offer advice and referral to the relevant RMIT services, ensuring you receive responses and outcomes in a timely manner. They will be your #1 RMIT supporter throughout your studies.

Tutor/online facilitator: A facilitator for your learning in the online environment. This could be through driving your engagement and conversation through discussions, hosting weekly webinars, and providing you with feedback and feed forward on your assessments so that you can adequately prepare for the next assignment.

Onboarding webinar: A live video session hosted by the Student Success team before your first study term begins. The purpose of this webinar is to outline key information you need to be aware of, support services available through RMIT, and study tips that will enable success in your program.

Webinar: A live online video session hosted by your Online Facilitator where they will share their industry experiences, guide you through the course material, and prepare you for upcoming assessments. Your Online Facilitator will inform you of webinar dates and times, and recordings will be available after each live session if you're unable to make it.

On the Couch: Sessions that engage industry experts in discussions on key topics.

Masterclass: Events that focus on real world applications from industry experts that align directly to their desired career goals.

For other definitions of key academic dates, please see our [FAQs](#), under 'What do each of my key dates for my program mean?'



Detailed course overview

In this following section, you'll delve into a detailed course overview and course learning outcomes for each of the individual courses on offer within the Graduate Certificate & Master of Marketing programs.

Program overviews

Empower your career with strategic marketing expertise and drive measurable results in today's competitive landscape. This course allows you to gain hands-on experience in analysing market trends, crafting effective marketing campaigns, and driving business growth.

Subjects in this degree: (Graduate Certificate) 

| Course Title | Course Points | Course Code |
|----------------------------------|---------------|-------------|
| Marketing Management | 12 | MKTG1100 |
| Consumer Behavior | 12 | MKTG1101 |
| Marketing Communication Strategy | 12 | MKTG1103 |
| Marketing Research | 12 | MKTG1104 |

Subjects in this degree: (Master) ●

| Course Title | Course Points | Course Code |
|----------------------------------|---------------|-------------|
| Marketing Management | 12 | MKTG1100 |
| Consumer Behavior | 12 | MKTG1101 |
| Marketing Communication Strategy | 12 | MKTG1103 |
| Marketing Research | 12 | MKTG1104 |

| | Course Title | Course Points | Course Code |
|---------------|--------------------------------|---------------|-------------|
| Year 1 | Product Innovation | 12 | MKTG1311 |
| | Interactive Marketing | 12 | MKTG1399 |
| | Services Marketing | 12 | MTKG1396 |
| | Brand Strategy | 12 | MKTG1126 |
| | Sustainable Marketing | 12 | MTKG1394 |
| | Business and Network Marketing | 12 | MKTG1290 |
| | Customer Experience Design | 12 | MTKG1401 |
| | Marketing Analytics | 12 | MKTG1471 |
| | Advanced Digital Marketing | 12 | MKTG1472 |
| | Marketing Technologies | 12 | MKTG1518 |
| | International Marketing | 12 | BUSM4448 |

And select and complete four (4) of the following option courses:

| | Course Title | Course Points | Course Code |
|---------------|--------------------------------|---------------|-------------|
| Year 2 | Product Innovation | 12 | MKTG1311 |
| | Interactive Marketing | 12 | MKTG1399 |
| | Services Marketing | 12 | MTKG1396 |
| | Brand Strategy | 12 | MKTG1126 |
| | Sustainable Marketing | 12 | MTKG1394 |
| | Business and Network Marketing | 12 | MKTG1290 |
| | Customer Experience Design | 12 | MTKG1401 |
| | Marketing Analytics | 12 | MKTG1471 |
| | Advanced Digital Marketing | 12 | MKTG1472 |
| | Marketing Technologies | 12 | MKTG1518 |
| | International Marketing | 12 | BUSM4448 |

And select and complete five (5) of the following option courses:

AND complete the following Capstone course:

Strategic Marketing (MKTG1397)

AND Select and complete two (2) courses from any University Postgraduate Elective

The following pages outline each subject across both the Graduate Certificate and Masters degrees.

Marketing Management (MKTG1100)



Course overview

This is an introductory course which examines marketing as both an activity concerned with managing specific variables related to the marketing mix and as a philosophy guided by a consumer-orientation.

Learning outcomes

- Evaluate and synthesise information of customer needs and expectations from various sources and experiences
- Compare and contrast the market segmentation and positioning strategy from both theorist and practitioner perspectives to critically appreciate the benefits
- Use marketing mix tools to analyse marketing situation and position products for maximum competitive advantage in the marketplace
- Demonstrate an awareness of ethical, social and cultural issues within a marketing context and their importance in the exercise of professional skills and responsibilities
- Develop multiple management skills including critical thinking, working in a group environment, oral and written presentation skills to be successful in marketing management positions

Consumer Behavior (MKTG1101)



Course overview

All organisations have consumers who ultimately seek, purchase, evaluate, use and dispose of products and services that they expect will satisfy their personal needs. This course provides the foundation for understanding the motivations and behaviours influencing customers, which is an essential pre-requisite to the development of effective Marketing and Corporate strategy. In the context of a decision making model, this course will explore the internal, external and situational influences driving the what, where, when, why and how of Consumer Behaviour.

Learning outcomes

- Explore and compare the core theories of consumer behaviour in both consumer and organisational markets
- Apply and demonstrate theories to real world marketing situations by profiling and identifying marketing segments
- Appraise models of Consumer Behaviour and determine their relevance to particular marketing situations
- Apply and enhance abilities to input this knowledge in the marketing planning process, particularly in market segmentation, positioning, and marketing mix development
- Critique the theoretical perspectives associated with consumer decision making, including recognising cognitive biases and heuristics
- Apply analytical skills in assessing advanced literature in the field of consumer research and critically reflect on your personal writing practices as it relates to the evidence from research

Marketing Communication Strategy (MKTG1103)



Course overview

This course emphasises a strategic planning perspective and provides a theoretical appreciation and practical understanding of the process of contemporary integrated marketing communications. A major focus of the course will be on communication techniques that lead to the establishment of strong brand equity.

Learning outcomes

- Outline the components of the integrated marketing communications planning process and demonstrate the strategic interaction between these aspects and their relationship to the marketing plan
- Critically assess and apply integrated marketing communication theories and practices to identify appropriate target audiences, suitable objectives, and contextually appropriate communication approaches that build brand equity
- Design ethically appropriate creative messages that reflect suitable positioning and which affect (target audience) behaviour through interrelated marketing communication activities
- Evaluate markets in various forms in order to identify strategically appropriate communication channels that permit effective media utilization and planning

Marketing Research (MKTG1104)



Course overview

Marketing Research focuses on developing knowledge and skills that are practical in nature yet grounded in theory. In this course, you will concentrate on learning theory to assist in applying appropriate tools and techniques, diagnosing suitable methods and approaches, and enacting these to a contemporary workplace situation. The overall objective of the course is to provide you with the capability to effectively plan and manage marketing research projects as well as conduct basic data analysis. The course also aims to provide a foundation for higher-level courses requiring quantitative and qualitative analysis.

Learning outcomes

- Critique and propose how marketing research can be conducted and managed by both clients and suppliers for optimum results for stakeholders
- Critically analyse the advantages and disadvantages of different types of research designs, data collection, and sampling methods
- Design a marketing research plan that will achieve the research objectives of the organisation
- Assess the overall quality of a marketing research project and its usefulness in the marketing decision making process

Product Innovation (MKTG1311)



Course overview

This course provides a comprehensive understanding of product management including, but not limited to, new product development, service innovation, user-interface design, managing the product portfolio, product-line extensions, understanding buyer's reactions to innovations, and creating an innovative culture. This course will provide you with a basis to improve new product launch rates across different industry contexts, including business-to-consumer and business-to-business, "product" contexts and global contexts.

Learning outcomes

- Use appropriate theoretical frameworks and models to evaluate product innovation situations and develop strategies and tactics
- Evaluate the important relationship between marketing strategy choices and new product development decisions within an organisational context
- Critique the role of the marketer in fostering new product development and the ways in which they motivate others in the organisation to contribute to the process
- Source and critically analyse information about the market environment and consumers and use it to inform product development decisions and strategy
- Apply creative processes that foster idea generation, concept formation and product launch strategies
- Apply analytical techniques in assessing the strengths and weaknesses of the new product development process in an organisation context

Interactive Marketing (MKTG1399)



Course overview

In this course you will develop a deep understanding of what interactive marketing entails. Through participating in activities you will learn about what the defining elements are of interactive marketing, how these elements facilitate a mutual exchange of information between marketer and consumer, how these elements are used to identify consumer needs and to foster relationships, and how use these elements can inform strategies to fulfil consumers' needs. You will apply this gained understanding through identifying and creating a successful consumer-centred interactive marketing strategy.

Learning outcomes

- Identify the elements that define a successful consumer-centered interactive marketing strategy
- Source and critically analyse information about the market context and consumers and use it selectively to inform interactive marketing strategies and tactics for businesses.
- Use appropriate knowledge and concepts to identify and evaluate consumer-centred interactive marketing opportunities for businesses
- Develop and implement selected interactive marketing elements in a real-life business context
- Critically analyse the strengths and weaknesses of interactive marketing tactics to evaluate their success

Services Marketing (BUSM4618)



Course overview

This course will equip you with the knowledge and skillset necessary to work as an effective executive in the service economy. The course will examine the characteristics of service, recognise the unique challenges involved in service provision and strategies to manage, innovate, communicate and implement service solutions successfully that are appropriate to various stakeholders. Specifically, this course requires you to leverage on evidence-based information and research to critically analyse services issues and opportunities in order to design innovative service solutions.

Learning outcomes

- Apply relevant service theories, models and frameworks to evaluate business situations
- Develop appropriate service strategies and tactics to improve business outcomes
- Demonstrate critical and innovative thinking to evaluate alternative service strategies and in doing so, find an effective solution that best benefits various stakeholders
- Draw on appropriate data sources through your research effort to justify your service solutions to a business strategy
- Implement and manage service solutions that benefit various stakeholders
- Communicate your service solutions at a high standard, that is, within the conventions of academic standards at a masters' degree level.

Brand Strategy (MKTG1126)



Course overview

Brand Management is a key topic for your degree and your career as a professional marketer. Brands represent the most important asset a firm has and are therefore crucial to creating lasting value. This course will focus on the management of brands, including evaluating, developing and building brands, and measuring brand performance and the impact of digital media on brands. You will also focus on how marketers manage brand meaning and value and develop brand strategies across a variety of business services. Close attention will be paid to the role customers and other stakeholders play in creating brand meaning and value.

Learning outcomes

- Apply relevant branding theories, models and frameworks to evaluate business situations
- Develop appropriate branding strategies and tactics to improve business outcomes
- Demonstrate critical and innovative thinking to evaluate alternative branding strategies and in doing so, find an effective solution that best benefit various stakeholders
- Draw on appropriate data sources through your research to justify your branding strategies in the context of business strategy
- Communicate your branding strategies and solutions at a high standard, that is, within the conventions of academic standards at a masters' degree level.

Sustainable Marketing (MTKG1394)



Course overview

This course centers on the increasingly crucial role of sustainable marketing within modern organisations, addressing environmental challenges and promoting sustainable business practices. It is crafted to provide you with the skills and knowledge necessary to implement and innovate sustainable marketing strategies effectively. Focusing on the broader impact of marketing beyond its traditional commercial confines, the course explores how marketing principles can be adapted to support environmental sustainability and ethical business operations. The curriculum encompasses a thorough analysis of contemporary sustainable marketing practices, the development of strategic sustainability-focused campaigns, and an examination of the latest trends in the field.

Learning outcomes

- Apply a range of sustainable marketing principles that promote positive environmental and ethical practices across business and government sectors
- Apply sustainable marketing tools and frameworks that have the capacity to measure and monitor the value of strategic sustainable marketing initiatives
- Utilise the tools presented in the course to assess the responsibilities, challenges and opportunities that sustainability issues present the organisation and its leaders
- Design sustainable marketing initiatives that promote value for core stakeholders who are representative of business, government, and community members
- Strategically link theoretical frameworks with practical solutions to the sustainability issues confronting business, government, and the community
- Develop, present and articulate practical solutions to pressing sustainability issues.

Business and Network Marketing (MKTG1290)



Course overview

The focus of this course is business and network marketing, looking at how value is created internally and through the network in order to compete effectively in business markets. This involves understanding the nature of value exchanges and the business relationships. In today's competitive environment, effective relationships and value creation depends on acting in networks of relationships between suppliers, distributors, customers and other stakeholders, in order to access or mutually develop key resources and competencies.

Learning outcomes

- Apply business marketing theories and models to analyse the behaviors and needs of organisational customers
- Critically analyse and evaluate business relationships, networks, and business marketing strategy to develop business marketing solutions
- Use a network approach to identify, develop and present marketing opportunities and solutions
- Critically evaluate and discuss the links between core competences, value creation and value delivery to create integrated business marketing outcomes
- Write about, discuss and present business marketing phenomena and network marketing within the conventions of academic standards at a masters' degree level.

Customer Experience Design (MTKG1401)



Course overview

This is a course that integrates knowledge and skills from various disciplines such as branding, design thinking, consumer behaviour, services marketing, market research and strategy. A new generation of businesses has a fresh trick up their sleeve: they are focusing on the customer experience in both their product/service design and business model. These leading companies combine top-down, strategy-driven assessments and bottom-up, data driven insights to gain competitive advantage through customer experience. This course offers the necessary knowledge and skills to allow you to create and implement meaningful experiences.

Learning outcomes

- Demonstrate a broad, critical and practical understanding of customer experience and practices in business
- Apply innovative design thinking and creativity approaches to effectively address experiential marketing problems
- Apply research principles to draw on appropriate data sources through primary and secondary research to define problems and create solutions that supports sustainable business strategies
- Create a CX strategy that integrates all elements of customer experience design, to allow for sustainable competitive advantage
- Apply conceptual and practical knowledge on customer experience to planning, implementing, and monitoring solutions for real customer experience problems
- Write about, discuss and present consumer experience phenomena within the conventions of academic standards at a master's degree level.

Marketing Analytics (MKTG1471)



Course overview

The aim of this course is to expose students to the application and presentation of analytical and statistical methods to solve marketing problems. Especially, marketers nowadays have access to unparalleled data on opinions and behaviour from the digital marketing environment.

At a broad level, these data can be classified into two main types: structured data that come in numerical format, and unstructured data such as text, audio, and video. Furthermore, because of the scale, these data are called “Big Data” with principle characteristics of high volume, high velocity, and high variety. Therefore, data-driven marketing decisions require a different kind of understanding, a new set of skills, and a unique mindset to deal with ever-increasing influx of information.

This course will offer theoretical understanding of data to explain and explore the changes taking place in marketing. Also, the course will expose students to necessary tools and techniques to collect, summarize, visualize, and analyse different types of marketing data. Finally, the course will provide hands-on exercises to translate concepts into context-specific operational decisions and actions using analytical, quantitative, and computer modelling techniques.

Learning outcomes

- Critically analyse and interpret the role of analytical techniques, software tools, and empirical modelling in enhancing firms' marketing decision-making
- Demonstrate the use of software tools in applying empirical skills to problem-solve
- Design and conduct field experiments for causal inference
- Apply techniques of marketing data collection, synthesize raw data using data summary, data visualisation, and data analysis, and interpret the results to convey marketing insights
- Apply content analysis to engage in social listening
- Analyse critically the logic of optimization and attribution in marketing analytics

Advanced Digital Marketing (MKTG1472)



Course overview

This course will help students make sense of the digital marketing landscape that has become more complex than ever. The holy grail of any marketing problem, “delivering the right message to the right audience at the right time” that was promised by digital media and digital channels soon turned out to be a distant dream for marketers. Even though the digital marketing environment provides unparalleled and unlimited data on various aspects of consumer behaviour; it fails to live up to the expectations of marketers due to its increased complexity.

The objective of this course is to understand such complexities in the digital marketing environment through the lenses of conceptual framework, quantitative skill development, and practical application using various online marketing data to unravel the true underlying consumer and firm behaviour.

Learning outcomes

- Critically analyse and interpret the complexity of the digital marketing environment and apply theories to describe and explain a specific digital marketing problem to specialist and non-specialist audiences
- Research and justify the proposed solutions to managerially relevant digital marketing problems faced by the firms
- Apply quantitative skills to critically analyse the relevance and limitations of online data.
- Interpret and analyse the significance and several ways of managing and monitoring online customer experience in a complex digital marketing environment
- Reflect on concepts, tools, techniques, models, and experimental designs to address various digital marketing problems

Marketing Technologies (MKTG1518)



Course overview

The course provides a holistic understanding of the emerging marketing technology (MarTech) landscape, including the data, technology and platform ecosystem. By understanding the trends driving that landscape, marketing leaders will be open to ‘emerging technologies’ and be able to identify the value and relevance of MarTech to organisations ie a Market Landscape Analysis report with Concept Map. The focus of the course is on developing proposals for implementing suitable MarTech stack use cases, which will enable students to achieve marketing objectives.

Upon completion of this course, students should be able to understand the emerging marketing technology landscape, the drivers and barriers to the digital transformation of marketing functions, and be able to recommend solutions that provide value to the business and its stakeholders.

Learning outcomes

- Assess the emerging marketing technology (MarTech) landscape, in relation to the data, technology and platform ecosystem, as well as the trends driving that landscape
- Identify the value and relevance of MarTech to organisations
- Formulate a plan to prioritise the benefits and features of a MarTech stack to achieve marketing objectives
- Evaluate the implementation requirements and issues of different MarTech use cases

International Marketing (BUSM4448)



Course overview

This course extends what you have learned in introductory marketing to the broader international marketing environment. It introduces you to an advanced understanding of the international marketing environment, the international marketing mix, and international marketing strategy. You will gain a critical understanding of the role and importance of international marketing to the firm through analyses of all elements of the international marketing environment. You will explore and assess an international marketing strategy and apply principles of international marketing management to the international marketing mix through real life business cases and contexts.

Learning outcomes

- Identify and explore the salient factors applicable to internationalized and globalised business organisations to operate successfully
- Apply appropriate international marketing frameworks and models to evaluate the macro-environment and develop strategies and tactics for successful internationalisation
- Compare and contrast different cases of market internationalisation to identify the particular challenges of each context
- Source, select and critically analyse information about the international market environment to advise international marketing strategy
- Apply theoretical frameworks and analytical skills to assess the strengths and weaknesses of the international marketing environment
- Create an international marketing plan capable of addressing the major challenges of a firm undergoing internationalisation

Strategic Marketing (MKTG1397)



Course overview

This course culminates and extends what you have learned in previous courses. You use principles of strategy and learn how to deal with market challenges and how to take advantage of market opportunities to support business success. In this process, we will train critical thinking and creative thinking as fundamental capabilities for strategic marketers and decision makers.

Specifically, you will understand the way the internal and external environment shape strategic marketing decisions and implementation considerations. For example, insights into a focal company, potential customers, competitors, collaborators and contextual dynamics will enable the identification of strategic implications and potentialities. This course will also require you to build evidence-driven arguments and combine these with innovative solutions, demonstrating critical and creative thinking with regards to strategic marketing issues and opportunities.

Learning outcomes

- Gather data and critically assess a specific context from a strategic marketing perspective, to identify and prioritise key marketing issues and opportunities
- Draw on literature and effectively use insights, tools and evidence to support argumentation
- Set effective strategic marketing objectives and use meaningful performance indicators to link to other internal and/or external areas
- Demonstrate creative, critical and ethical thinking through the development of alternative strategic marketing solutions, to support effective strategic marketing decisions.
- Demonstrate how to implement and control strategic marketing solutions, while effectively managing stakeholders
- Collaborate with industry to combine theoretical knowledge with practical application to understand how to identify, assess and select strategies with regards to various relevant organisational contexts

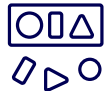
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Daniel Rayne
Lecturer

After a robust marketing career developed through various well-recognised organisations, Daniel shaped his career trajectory to pursue a passion for academia. This was driven by a commitment to making an impact on students, colleagues and broader society through shared knowledge. Daniel is committed to generating a teaching environment that is inclusive, dynamic and innovative to help students achieve their learning objectives, and advancing research that addresses contemporary social issues.



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STEP 2 Send us your documents

All you have to do is fill out and submit the relevant course application forms. Your RMIT Course Consultant can guide you through this process. It doesn't take more than a few minutes.

STEP 3 You'll hear from us soon

If there are any extra steps necessary, your Student Enrolment Advisor will let you know. Once you're enrolled, you'll also be able to access your course details via our Student Portal. For more information, visit online.rmit.edu.au

***Further Information:** Every effort has been made to ensure the information contained in this publication is accurate and current at the date of publishing. For the most up-to-date information, please refer to the [RMIT Online website](https://online.rmit.edu.au) before lodging your application.