Completing postgraduate studies in Marketing will place you at the interface between an organisation and its customers.

Marketing focuses on making and keeping customers by finding, communicating and sustaining the competitive advantage that makes a company truly successful. Topics covered in Marketing include advertising, company strategy, competitive analysis, and value creation.

Marketing students at UWA have the opportunity to undertake projects for real-life organisations, and have previously worked with companies including Coles, Google, Microsoft, Rio Tinto, Tourism WA, Transperth, and Westpac.

Marketing courses
Postgraduate courses offered by the UWA Business School include:
- Master of Marketing
- Master of Commerce – Marketing specialisation

Master of Marketing
The Master of Marketing is a specialist degree, designed to equip you with an in-depth knowledge of marketing. This degree is ideal for students wishing to pursue high-level careers in marketing. The course consists of 16 units, comprising four conversion units, six core units and six option units.

Conversion units*
- Data Analysis and Decision Making
- Economics for Business: Policy and Applications
- Introductory Financial Accounting
- Management and Organisations

*Students with an undergraduate degree in a related area may receive credit for up to four conversion units.

Core units
- Applied Marketing Research
- Buyer Behaviour and Decision Making
- Ethics and Sustainability Management
- Global Marketing Strategy
- Integrated Marketing Communications
- Marketing Analysis and Planning

Option units
Choose six units from:
- Advanced Contemporary Topics in Marketing
- Applied Professional Business Communications
- Client Management
- Electronic Business
- Electronic Marketing
- Marketing and Society
- Marketing of Services
- Marketing Management
- Special Topics in Marketing

Master of Commerce
The Master of Commerce is a generalist degree, and gives you the opportunity to combine broad studies in commerce with one or more specialisations. This degree is ideal for those wishing to work in high-level business or management roles which require some knowledge of marketing.

The Master of Commerce consists of 16 units, comprising four conversion units, two core units, one specialisation (four units) and additional option units (which may be used to complete a second specialisation).

Conversion units†
- Economics for Business: Policy and Applications
- Introductory Financial Accounting
- Management and Organisations
- Marketing Management

†Students who have completed undergraduate studies in commerce may be eligible to receive credit for up to four conversion units.

Core units
- Ethics and Sustainability Management
- Introduction to Global Business

Marketing specialisation
Choose four units from:
- Applied Marketing Research
- Buyer Behaviour and Decision Making
- Client Management
- Electronic Marketing
- Global Marketing Strategy
- Integrated Marketing Communications
- Marketing Analysis and Planning
- Marketing and Society
- Marketing of Services
How to apply
Applications can be made online at uwa.edu.au/applynow

Simply complete your details, include all the relevant supporting documentation, and submit your application online.

International students should visit international.uwa.edu.au/students/esos for more information about the study environment, course fees and refund policy, support services, and schooling obligations for dependent children.

Course enquiries
Student Centre
UWA Business School
Tel: +61 8 6488 2780
Online: ask.uwa.edu.au
business.uwa.edu.au

This publication should be treated as a general guide only. For further information, contact the UWA Business School.

Fast facts

UWA is the only Western Australian member of the Group of Eight – a coalition of prestigious, research-intensive Australian universities

UWA is ranked 88th in the world by the internationally-recognised Academic Ranking of World Universities

UWA has exchange agreements with over 100 universities around the world

The UWA Business School is the only business school in Western Australia – and one of only seven institutions in Australia – to be internationally accredited through both EQUIS, the European Quality Improvement System and AACSB, the Association to Advance Collegiate Schools of Business

The UWA Business School’s corporate partners include ATCO Australia, BHP Billiton, Ernst & Young, Macquarie Group, Mitsubishi Development, Wesfarmers and Woodside