

# Master of Strategic Marketing

## Faculty of Commerce

### University of Wollongong

***Available via weekend study mode - commencing 2012***

Commencing in 2012, a range of core and elective subjects for the Master of Strategic Marketing will be offered through weekend delivery, with lectures and tutorials over four weekends each semester. This mode of delivery will allow students registered for part time\* study the flexibility to undertake the taught components of the course entirely through weekends. The course provides graduates with the capabilities to better understand marketing, research marketing problems, develop marketing strategies, enhance brand management skills and communicate with a diverse set of stakeholders including consumers, employees, suppliers, industry leaders and governments.

#### **Delivery of Lectures**

Students undertaking the part time Master of Strategic Marketing may follow one of two modes – choosing lectures and tutorials delivered in blocks of teaching spread across four weekends or by following the normal 13 week format per semester. Students may also elect to combine modes and undertake a mix of weekend delivery subjects and 13 week subjects within the course.

#### **Part time Masters of Strategic Marketing - weekend delivery mode (4 weekends per semester)**

	<b>Autumn 2012</b>	<b>Spring 2012</b>	<b>Autumn 2013</b>	<b>Spring 2013</b>
<b>Compulsory Subjects</b>	Strategic Brand Management	Consumer Behaviour	Marketing Strategy	Research for Marketing Decisions
<b>Electives Subjects</b>	Marketing Communications	Social Marketing	International Marketing Strategy	Managing Services and Relationship Marketing

Weekend delivery mode elective subjects may be replaced with an elective from the subjects listed below. These are offered via the normal 13 week semester format:

#### **13 week elective subjects - non weekend delivery (subject to availability and demand)**

<b>Autumn 2012 - Elective Subjects</b>	<b>Spring 2012 - Elective Subjects</b>
Business to Business Marketing	Tourism Marketing
Corporate Identity and Branding	Public Relations for Innovation and Change
International Marketing Strategy	Managing Services and Relationship Marketing
Interactive Public Relations	Internet Applications for Marketing
Marketing Special Topic	Creating and Marketing New Products
	Marketing Special Topic

Further information about subject content can be found in the Postgraduate Handbook available [here](#).

#### **Entry Criteria**

A recognised Bachelors degree in a major related to Business, Commerce or equivalent with an average mark of 60%. Other academic qualifications of at least three years full-time duration plus relevant full-time professional experience may also be considered.

#### **Fees**

The 2012 fees can be downloaded here: [www.uow.edu.au/future/postgrad/costs](http://www.uow.edu.au/future/postgrad/costs) . Eligible students have access to [FEE-HELP](#). There are also a limited number of [Commonwealth Supported Places](#) for eligible students, meaning up to three quarters of a student's contribution fees are subsidised and payment can be deferred through [HECS-HELP](#) . Some fees and associated costs may be tax deductible – please see your taxation advisor.

## Accommodation

For students requiring accommodation, details of accommodation providers can be found from [Tourism Wollongong](#). [UOW Accommodation Services](#) also have options available.

## Transport

Wollongong's [FREE Gong Shuttle](#) bus connects the University with the City Centre. The weekend service operates every 20 minutes between 8:00am and 6:00pm. For other modes of transport, see [Getting to UOW](#).

## Key Dates for Applications

1st Semester – 31st January, 2012

2nd Semester – 1st June, 2012

Late applications will be considered where places are available.

## Postgraduate Academic Team

Marketing at the University of Wollongong contains a vibrant teaching and research group, many with extensive industry experience, as verified via the classification of 'World Standard' in the recent Excellence for Research in Australia measurement exercise (ERA 2010), placing Marketing joint 5th on a national level.



Dean of Commerce Professor Trevor Spedding (centre front) with some of the 2012 postgraduate teaching/support team and current students from the Masters of Strategic Marketing

## Enquiries

Enquires prior to registration should be directed to Dr Greg Kerr and Dr Shaun Powell (Associate Head of School)  
Email: [strategic\\_marketing@uow.edu.au](mailto:strategic_marketing@uow.edu.au)

If you would like a call back please provide include your name and full contact number.

**Registration for the MSM course is available online via: <http://www.uow.edu.au/future/postgrad/index.html>**

\*Please note: International students need to check visa conditions pertaining to part-time study as condition may restrict entry.