

Master of Marketing (MMktg)

To qualify for the Master of Marketing a student must:

- (a) be credited with a minimum of 180 points towards the qualification; and
- (b) be credited with the courses listed in Schedule C to these regulations; and
- (c) satisfy the requirements for a major as listed in Schedule S to these regulations; and
- (d) have any remaining credit taken from Schedule E to these regulations or any other appropriate courses 400-level or above, as approved by the Head of Department.

The time limit for this qualification is 48 months (part-time or full-time).

To be admitted to the Master of Marketing a student must have:

- (a) either:
 - i. qualified for an Aotearoa New Zealand university degree with at least a B- Grade Point Average in 300-level courses or equivalent; or
 - ii. been admitted with Academic Equivalent Standing as the holder of such a degree; and
- (b) been approved as a student for the degree by the Amo Matua, Umanga | Executive Dean of Business or delegate.

Suggested Plan: MMKTG - Use the following table to plan your degree.

NB - Full time study is considered to be 120 points per year

STUDENTS COMMENCING FEBRUARY 2027

Year 1 FEB 2027	MKTG 631 15 points	MKTG 632 15 points	MKTG 634 15 points	MKTG 640 15 points	MKTG 641 15 points	MKTG 642 15 points	MKTG 643 15 points	MKTG 644 15 points
	Semester One				Semester Two			
Year 2 FEB 2028	MKTG 633 15 points	MKTG681 45 points						
	Semester One							

STUDENTS COMMENCING JULY 2027

Year 1 JUL 2027					MKTG 631 15 points	MKTG 641 15 points	MKTG 642 15 points	MKTG 643 15 points
					Semester Two			
Year 2 FEB 2028	MKTG 632 15 points	MKTG 633 15 points	MKTG 634 15 points	MKTG 640 15 points	MKTG 644 15 points	MKTG681 45 points		
	Semester One				Semester Two			

Schedule C (must do all these courses)					
Course Code	Course Title	Prerequisite	Points	Level	2027
MKTG631	Contemporary Marketing 1	-	15	8	S1, S2
MKTG632	Marketing Analytics	-	15	8	S1
MKTG634	Consumer Insights	-	15	8	S1
MKTG640	Digital Marketing	-	15	8	S1
MKTG681	Industry Engagement Project	Subject to approval of Programme Director	45	9	S1, S2

Digital Marketing Major: A student intending to complete the MMktg majoring in Digital Marketing must be credited with the following:

Schedule S (must do all these courses)					
Course Code	Course Title	Prerequisite	Points	Level	2027
MKTG641	Digital Marketing Strategy	Subject to approval of Programme Director	15	8	S2
MKTG642	Content and Social Media Marketing	-	15	8	S2
MKTG643	Search Engine Success	-	15	8	S2
MKTG644	Digital marketing Analytics	HOD approval	15	9	S2

Schedule E (Choose 15 points)					
Course Code	Course Title	Prerequisite	Points	Level	2027
MKTG633	Contemporary Marketing 2	-	15	8	S1

Last updated 28 August 2026