

2027 Master of Marketing (Trimester 1 2027 Intake)

MMktg AK1045

180 points | 12 months full-time study

Trimester 1 (V1) 2027	MKTG860 Marketing Concepts and Tactics (15 PTS)	MKTG866 Marketing for Disruption (15 PTS)	MKTG868 Creative Ideation and Innovation (15 PTS)	Choose one of: (15 PTS) BSYS847 Business Analytics 1: Understanding and Visualising Data INTB867 International Marketing and Strategy
Trimester 2 (V2) 2027	MKTG861 Marketing Intelligence (15 PTS)	MKTG864 Digital Marketing Architecture (15 PTS)	MKTG869 Strategic Digital Marketing (15 PTS)	BUSS901 Applied Business Research and Communication Skills (15 PTS)
Trimester 3 (V3) 2027	MKTG867 Brand and Identity (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

Elective

Capstone