

AK1045 Master of Marketing

Graduate Profile for the **Master of Marketing**

A graduate of the **Master of Marketing** will be able to:

- a. Demonstrate advanced knowledge of professional practices in marketing.
(Knowledge/Understanding)
- b. Use reflection at an advanced level to deepen knowledge of self, others and relevant professional practice. *(Personal/Intellectual Autonomy)*
- c. Consider at an advanced level the relevant social, ethical, environmental and sustainability dimensions of decisions in business contexts. *(Ethical/Professional Dispositions)*
- d. Use advanced conceptual and critical thinking, analysis, reasoning, integration and judgement. *(Inquiry/Research/Creativity)*
- e. Engage with business in the application of appropriate marketing practices, and will have experience of planning, executing and reporting on an industry based project.
(Skills/Application)
- f. Communicate effectively and be able to produce high quality business documents and business presentations. *(Communication)*.