

University of Technology Sydney
15 Broadway, Ultimo NSW 2007, Australia
<https://www.uts.edu.au/>

The University of Technology Sydney is a public research university located in Sydney, Australia. Although its origins are said to trace back to the 1870s, the university was founded in its current form in 1988. As of 2020, UTS enrolls 46,328 students through its 9 faculties and schools.

Master of Marketing (Extension)

Program Name	English Language	Duration	Application Fee	Tuition Fee	Intake	Post Study Work Visa
Marketing (Extension)	IELTS 6.5 R 6.0 W 6.0 S 6.0 L 6.0	24 Months	AUD 50	Yearly AUD 45790	February July	3 years work visa

Note :

Career options include senior management-level positions in government or industry including start-ups and not-for-profit organisations. Roles may include marketing planning, sales, brand management, product marketing, digital marketing, market research and marketing analytics.

Program Description :

The Master of Marketing (Extension) provides the opportunity for students to develop and extend their practical and strategic capabilities required to deliver effective marketing strategies in a range of professional contexts. The innovative program at UTS embraces the dynamic marketing landscape shaped by creativity, technology, and sustainable marketing practices for social good. Leveraging the research expertise of our Marketing faculty, the program provides students with contemporary knowledge to analyse markets and formulate strategies that connect with industry and best practice. The program allows students to adapt to the changing marketing landscape and includes subjects such as digital marketing and social media, data-driven insights, customer experience, marketing analytics, advertising and communications, marketing for social good, omnichannel marketing, strategy and leadership, innovation and creativity, marketing research, pricing and revenue management.

Admission Requirement :

Admission Requirements:

Applicants must have completed a UTS recognised bachelor's degree, or an equivalent or higher qualification, or submitted other evidence of general and professional qualifications that demonstrates potential to pursue graduate studies.

The English proficiency requirement for international students or local applicants with international qualifications is: Academic IELTS: 6.5 overall with a writing score of 6.0; or TOEFL: paper based: 550-583 overall with TWE of 4.5, internet based: 79-93 overall with a writing score of 21; or AE5: Pass; or PTE: 58-64 with a writing score of 50; or C1A/C2P: 176-184 with a writing score of 169.

General Checklist :

Document Checklist for Application:

- Passport
 - IELTS Score Card.
 - High School Marksheet- Grade 10th and 12th.
 - Bachelors all the semester mark sheet + Degree Certificate.
 - Work letter: Appointment or Experience Letter (If applicable).
 - Detailed Resume.
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