

The Degree of Master of Marketing (MMktg – 180 points)

These regulations must be read in conjunction with the General Regulations for the University.

1. Version

- (a) These Regulations came into force on 1 January 2025.
- (b) This degree was first introduced in 2025.

2. Variations

In exceptional circumstances, the Amo Matua, Umanga | Executive Dean of Business or delegate may approve a personal programme of study which does not conform to these Regulations.

3. The structure of the qualification

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.
- (d) All remaining credit to be taken from 600-level MBAZ, MBUS, MBIS, MKTG, MPAC courses or any other appropriate 400 or 600-level courses as approved by the Programme Director.

4. Admission to the qualification

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; or
 - iii. completed the requirements for the Postgraduate Certificate in Digital Marketing; and
- (b) been approved as a student for the degree by the Amo Matua, Umanga | Executive Dean of Business or delegate.

5. Subjects

The degree of Master of Marketing may be awarded with the following major: Digital Marketing

6. Time limits

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

7. Transfers of credit, substitutions and cross-credits

This qualification adheres to the Credit Recognition and Transfer Regulations for the University, with the following stipulation:

- (a) A student, on the basis of previous studies, may be exempt from courses in the Schedule to the Regulations for the Degree of Master of Marketing and will replace these courses with other appropriate postgraduate courses as approved by the Amo Matua, Umanga | Executive Dean of Business or delegate.

8. Progression

This qualification adheres to the General Regulations for the University, with the stipulation that a student will be withdrawn from the degree if they fail more than 30 points.

9. Honours, Distinction and Merit

The qualification adheres to the General Regulations for the University and may be awarded with Distinction and Merit.

10. Pathways to other qualifications

- (a) There is no advancing qualification for this degree.
- (b) A student for the degree who has not met the requirements for the Master of Marketing but who has satisfied all requirements for the Postgraduate Diploma in Business; Postgraduate Certificate in Business or Postgraduate Certificate in Digital Marketing may apply to withdraw from the degree and be awarded the alternate qualification.

Schedule C: Compulsory Courses for the Degree of Master of Marketing

For full course information, go to courseinfo.canterbury.ac.nz

- i. MBUS601
- ii. MKTG632
- iii. MKTG634
- iv. MBUS626
- v. Either MBAZ671 or MBAZ680.

Schedule S: Subject Courses for the Degree of Master of Marketing

Digital Marketing

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

- i. MKTG641
- ii. MKTG642
- iii. MKTG643
- iv. MKTG644

Schedule V: Valid Courses for the Degree of Master of Marketing

Course Code	Course Title	Pts	2025	Location	P/C/R/RP/EQ
MBAZ671	Applied Marketing Project	30	S2	Campus	P: (1) MBUS601; and (2) MBAZ604
MBAZ680	Consultancy Project	45	A	Campus	P: Subject to the approval of the Programme Director
			S1	Campus	
			S2	Campus	
MBUS601	Marketing	15	S1	Campus	R: MKTG201
MBUS626	Digital Marketing	15	X1	UC Online	C: MBUS601 R: MKTG316
			S1	Campus	
			X3	UC Online	
MKTG632	Marketing Analytics	15	S1	Campus	R: MKTG202
MKTG634	Consumer Insights	15			R: MKTG204
MKTG641	Digital Marketing Strategy	15	X1	UC Online	P: Subject to approval of the Programme Director R: MBAM622
			X3	UC Online	
			S2	Campus	
MKTG642	Content and Social Media Marketing	15	X2	UC Online	
			X4	UC Online	
MKTG643	Search Engine Success	15	X2	UC Online	
			X4	UC Online	
MKTG644	Digital Marketing Analytics	15	S2	Campus	P: MKTG632