

AQF LEVEL	AQF LEVEL 9 CRITERIA – MASTERS DEGREE (COURSEWORK)		PROGRAM LEARNING OUTCOMES
PURPOSE	The Masters Degree (Coursework) qualifies individuals who apply an advanced body of knowledge in a range of contexts for professional practice or scholarship and as a pathway for further learning.		
KNOWLEDGE	Graduates of a Masters Degree (Coursework) will have: <ul style="list-style-type: none"> ▪ a body of knowledge that includes the understanding of recent developments in a discipline and/or area of professional practice ▪ knowledge of research principles and methods applicable to a field of work and or learning 	Graduates of a Master of Marketing will have an: <ul style="list-style-type: none"> • Advanced knowledge and a contemporary understanding of existing and emerging marketing methodologies including those relating to branding, advertising and promotion, digital media, consumer behaviour, retailing, services, channels, metrics, strategy and entrepreneurship • Specialised knowledge and understanding of the principles and theory that underpin research within the marketing discipline. 	
SKILLS	Graduates of a Masters Degree (Coursework) will have: <ul style="list-style-type: none"> ▪ cognitive skills to demonstrate mastery of theoretical knowledge and to reflect critically on theory and professional practice or scholarship ▪ cognitive, technical and creative skills to investigate, analyse and synthesise complex information, problems, concepts and theories and to apply established theories to different bodies of knowledge or practice ▪ cognitive, technical and creative skills to generate and evaluate complex ideas and concepts at an abstract level 	Graduates of a Master of Marketing will have: <ul style="list-style-type: none"> • Cognitive skills to investigate, analyse and interpret data relevant to making evidence-based decisions in evolving marketing tasks in diverse contexts • Cognitive skills to exercise judgement under minimal supervision to recommend appropriate solutions for evolving marketing tasks in diverse contexts and to diverse audiences • Cognitive skills to analyse and evaluate relevant ethical, legal and social considerations in an impartial way for routine and evolving marketing tasks • Communication skills to justify interpret and communicate diverse marketing ideas in a broad set of personal and group contexts. 	

**APPLICATION OF
 KNOWLEDGE &
 SKILLS**

<ul style="list-style-type: none"> ▪ communication and technical research skills to justify and interpret theoretical propositions, methodologies, conclusions and professional decisions to specialist and non-specialist audiences ▪ technical and communication skills to design, evaluate, implement, analyse and theorise about developments that contribute to professional practice or scholarship 	
<p>Graduates of a Masters Degree (Coursework) will demonstrate the application of knowledge & skills:</p> <ul style="list-style-type: none"> ▪ with creativity and initiative to new situations in professional practice and/or for further learning ▪ with high level personal autonomy and accountability ▪ to plan and execute a substantial research-based project, capstone experience and/or piece of scholarship 	<p>Graduates of a Master of Marketing will demonstrate the application of knowledge & skills:</p> <ul style="list-style-type: none"> • With creativity and initiative to new situations and in professional practice • To autonomously plan and execute an applied marketing research-based project to investigate and solve marketing problems.