

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

