

# Guide to part-time study in the Master of Marketing



## 1. Applying for admission

Applications for admission can be completed online, by going to [www.utas.edu.au](http://www.utas.edu.au) and selecting Apply for 2009.

The Master of Marketing program consists of two related degrees. These degrees are articulated, so that the Graduate Certificate receives full credit into the Master of Marketing. The degrees have different entry requirements for starting students, and applicants should choose the appropriate course for their needs and qualifications:

- Graduate Certificate in Marketing: three years' relevant work experience.
- Master of Marketing: Bachelor's degree.

To meet a work experience requirement, please include a CV with your application. This can be pasted into the Supporting Statement section of the application. If we require further information, we will contact you, but a CV is usually sufficient.

If you have a previous degree from UTas, we have a record of this and will not require copies of your testamur or transcripts.

If you have a previous degree from another institution, UTas will request an electronic copy of this qualification. However, please note that it sometimes takes several weeks for these to arrive: you may wish to forward a certified copy to UTas.

## 2. Accept your offer

So long as all required information is received with your application, you should receive an offer within about a week. Offers are usually available online on Friday afternoons, and a paper copy is mailed on Friday afternoon also. Information about how to accept is available with the offer, and acceptance can be done online.

Once you have accepted your offer, the university will generate a username and password and send these to you. This will allow you to enrol.

If you are a former UTas student the computer may well decide that you already have a username and password, and not generate a new one. If this happens, please contact [Service.Desk@utas.edu.au](mailto:Service.Desk@utas.edu.au) to find out your username and ask for a new password.

### 3. Enrol in units

You are able to enrol in units a few days after you receive your username and password. Enrolments are done online through the eStudentCentre. Go to [www.utas.edu.au/students](http://www.utas.edu.au/students) and select the eStudentCentre. There is a tour you can take to familiarise yourself with the system before you enrol. Enrolments are done through the Manage Your Enrolment link.

Information about course requirements and unit availability can be found at <http://www.utas.edu.au/business/faculty/CurrentStudents/Index.html>. In particular:

- The MMrkt course planner shows the requirements for the MMrkt and GCMrkt, as well as showing the availability of units for the different modes and campuses for the next three years.
- The Saturday school programs for Hobart and Launceston for the current year are also available as separate documents. While the Saturday program is designed for the MBA, Marketing students can take Saturday units where available.
- “Flexible options in the MBA” shows the units available by flexible study (distance) for the next two years, as well as containing information about other options, such as AMC units and evening classes in Hobart. Marketing students can take these units where available.

**Special Note:** while it is possible to study Marketing part time, in any given year, some units will only be available face-to-face in Hobart during the week. The Faculty of Business is looking at options for transferring these units to evening sessions, and also schedules marketing units on Saturdays on a regular basis. Other options include taking units by distance with another institution (cross-institutional study). Please ask the Faculty to create a study plan for you and suggest options to meet your needs.

More detailed information about units can be found by going to [www.utas.edu.au](http://www.utas.edu.au) and selecting Courses and Units. Alternatively, some schools have current and previous unit outlines available on their websites, with detailed information about unit content and assessment:

- <http://www.utas.edu.au/mgmt/unitoutlines.htm> (BMA units)
- <http://www.utas.edu.au/accg/outlines.html> (BFA units)

## Orientation and Starting Study

Orientation is not compulsory for part time students, but sessions are available in Hobart and Launceston each semester for anyone who would like to meet other students and staff. The provisional orientation timetable for semester 2, 2009 is:

- Tuesday 23 June, 5.30-7.00pm – Hobart: information for prospective students.
- Tuesday 30 June, 5.30-7.00pm – Launceston: information for prospective students and Orientation Session for new students.
- Thursday 9 July, 5.30-7.00pm – Hobart: Orientation Session for new students.

All new students will be emailed prior to the sessions with confirmed dates and venue details.

**Flexible units:** course materials for flexible units are sent your address 1-2 weeks before semester starts. Once semester has started, you should also log on to MyLO, the university's web-based study support program, to check for further information from your lecturer. MyLO can be found at [www.utas.edu.au/students](http://www.utas.edu.au/students) and is accessed using your university username and password.

**Face-to-face units:** the dates for the Saturday units are available on the Saturday Programs at <http://www.utas.edu.au/business/faculty/CurrentStudents/Index.html>. Room details are available through the Class Timetable on the eStudentCentre, and are also posted at the doors to the Hobart and Launceston Faculty of Business buildings before classes start. Morning and afternoon tea, and lunch are provided each Saturday. Before classes start, please check MyLO for any instructions from your lecturer. MyLO can be found at [www.utas.edu.au/students](http://www.utas.edu.au/students) and is accessed using your university username and password.

Textbook details can be found through Courses and Units at [www.utas.edu.au](http://www.utas.edu.au) for both weekday and Saturday classes. The dates for each semester can be found at <http://www.utas.edu.au/keydates/>. Weekday classes usually take place each week of semester, although there are variations for some units, which should be listed in the unit outlines and explained in the first class. Room details are available on the Class Timetable through the eStudentCentre.

**Fees:** the fees for domestic students for 2009 are \$1687 per unit. This is a full-fee paying course, but Australian citizens can apply for FEE-HELP, which allows them to defer their fees and repay them through tax. You access this by completing an eCAF through the eStudentCentre. A 10% discount is available for UTas graduates: you must be registered as an alumnus and send an email to [Fees.Unit@utas.edu.au](mailto:Fees.Unit@utas.edu.au) to request the discount.