

Program Structure

The MBus(Marketing) requires successful completion of seven core units of study and five elective units of study (or equivalent). The Graduate Certificate, Graduate Diploma, Master of Business (Marketing) and Master of Business (Marketing) (Honours) form a nested program. A nested program is a sequence of courses which is followed to obtain the highest available award and which has multiple entry and exit points. This structure allows students the flexibility to qualify for the ultimate award or exit at an earlier stage. Students may not receive multiple awards for continuous study in a nested program. **Please note available semesters and pre-requisite units when creating your program plan.**

| Core & Stage | Unit Code | Unit Title | Pre-requisite Units | Semester Available | | Unit Completed | Program Plan | |
|-------------------|---|---|-----------------------|-------------------------------------|-------------------------------------|--------------------------|--------------------------|------|
| | | | | 1 | 2 | | Sem | Year |
| Stage 1 | Graduate Certificate of Business (Marketing), A171 | | | | | | | |
| | HBM420 | Marketing Fundamentals | Nil | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | HBM421 | Market Behaviour | HBM420 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | HBM422 | Marketing Info for Decision Making | HBM420 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | HBM423 | Marketing Planning | HBM420 | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| Stage 2 | Graduate Diploma of Business (Marketing), A186 | | | | | | | |
| | HBM521 | Project Management | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | | | | | | <input type="checkbox"/> | | |
| <i>Elective</i> | | | | | | <input type="checkbox"/> | | |
| <i>Elective</i> | | | | | | <input type="checkbox"/> | | |
| Stage 3 | Master of Business (Marketing), A195 | | | | | | | |
| Option 1 | HBM525 | Marketing Decision Tools* | All Stage 1 units | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| AND/OR | HBM526 | Information Analysis* | All Stage 1 units | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | | |
| | HBM524 | Marketing Strategy* | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | | <input type="checkbox"/> | |
| <i>Elective</i> | | | | | | <input type="checkbox"/> | | |
| <i>Elective</i> | | | | | | <input type="checkbox"/> | | |
| Option 2 | | | | | | | | |
| AND/OR | HBM525 | Marketing Decision Tools* | All Stage 1 units | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | HBM526 | Information Analysis* | All Stage 1 units | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | | |
| | HBM524 | Marketing Strategy* | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | HBM623 | Integrative Project in Marketing | All Stage 1 & 2 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | | | | | | <input type="checkbox"/> | | |
| Option 3 | | | | | | | | |
| AND/OR | HBM525 | Marketing Decision Tools* | All Stage 1 units | <input type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | HBM526 | Information Analysis* | All Stage 1 units | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | | |
| | HBM524 | Marketing Strategy* | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| | HBM622 | Action Research Project (25 credit points) | All Stage 1 & 2 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| Electives~ | | | | | | | | |
| <i>Elective</i> | HBM520 | Trends in Marketing (Co-taught with HBI550 Trends in International Business) | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | HBM522 | Customer Relationship Management | All Stage 1 units | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | HBM523 | eMarketing | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | HBM527 | Marketing Process Engineering | All Stage 1 units | <input checked="" type="checkbox"/> | <input type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | HBM528 | Entrepreneurship & Innov in Marketing | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | HBM529 | Brand Dynamics | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | HBM530 | Sales Management | All Stage 1 units | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input type="checkbox"/> | | |
| <i>Elective</i> | HBM620 | Research Methodology** | All Stage 1 units | WT | ST | <input type="checkbox"/> | | |

*These units can also be taken at Stage 2 level. **This unit is only available to students who intend to complete HBM622 or HBM623 and is only available during Summer Term (ST) and Winter Term (WT). ~ Up to two electives can be taken from other Masters programs within the Faculty of Business and Enterprise. Students must seek approval for these electives outside of the above by completing a Postgraduate External Unit Application form.

MBus(Mkt) (Honours) (A195H) program is also available; please contact either the Program Director or Administration Co-ordinator for details.

CourseFinder Visit: www.swin.edu.au/coursefinder for more information about units.

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