

Program Structure

The MCom(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 Commerce (Marketing) and Master of Commerce (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 Commerce (Marketing) – CMMK440							
	HBM420	Marketing Fundamentals & Practices^	Nil	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
	HBM424	Customer Behaviour & Management	Nil	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
	HBM425	Marketing Research Fundamentals	Nil	<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 Commerce (Marketing) – CMMK540							
	HBM532	Marketing Project Management	All Stage 1 units	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
	HBM533	Marketing Strategy Development	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"/>		
Stage 3	Master of Commerce (Marketing) – CMMK640							
Option 1	HBM525	Marketing Decision Tools*	All Stage 1 units or HBM520	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
And	HBM526	Information Analysis*	All Stage 1 units or HBM520	<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 or HBM520	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
	HBM526	Information Analysis*	All Stage 1 units or HBM520	<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"/>		
Option 3								
OR	HBM525	Marketing Decision Tools*	All Stage 1 units or HBM520	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
	HBM526	Information Analysis*	All Stage 1 units or HBM520	<input checked="" type="checkbox"/>	<input type="checkbox"/>			
	HBM620	Research Methodology**	All Stage 1 & 2 units	w	S	<input type="checkbox"/>		
	HBM623	Integrative Project in Marketing (25 pts)	All Stage 1 & 2 units plus HBM 620	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
Electives~								
<i>Elective</i>	HBM520	Trends in Marketing	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>	HBM531	Ethics in Business & Marketing	All Stage 1 units	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>		
<i>Elective</i>	HBM534	Marketing Management	All Stage 1 units	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>		
<i>Elective</i>	HBM535	Entrepreneurship & Innovation	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 & 2 units	w	S	<input type="checkbox"/>		

^Available T1 also *These units can also be taken at Stage 2 level. **This unit is only available to students who intend to complete HBM623 and is only available during Summer Term (S) and Winter Term (W). ~ 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.

MCom(Mkt) (Honours) (CMMK640H) program is also available; please contact either the Program Director or the Program Co-ordinator for details.

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

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