

#### Recommended Study Sequence

Units may be offered multiple times throughout the year. This Course Planner outlines a Recommended study sequence. This may be amended depending on unit availability, requisite requirements and the intake in which you commenced your course. For any variation to this recommended study sequence, please contact a [Course Advice Specialist](#) to ensure a clash-free timetable.

#### Stages

You should complete each stage before progressing to the next stage.

#### How can I plan my timetable to make sure my classes don't clash?

Check the [University Timetable Planner](#) before enrolling into units.

When enrolling via [eStudent](#), ensure that you select the correct year, 'All Study Periods' and 'All Locations' on the 'My Enrolment (Study Plan)' tab.

Enrol in units for 2018 All Study Periods All Locations Search

There are 4 components available for enrolment.

## Year 1 Stage 1

Unit Code & Title	Study Period	Unit Code & Title	Study Period
MKT60010 Marketing Management	HS1 HS2	MGT60040 Management Analysis and Problem Solving	HS1 HS2
MGT60042 Business Sustainability and Social Impact	HS1 HS2	MGT60043 Future Management Skills	HS1 HS2

## Year 1 Stage 2

Unit Code & Title	Study Period	Unit Code & Title	Study Period
ENT60009 Opportunity Discovery, Creativity and Design	HB1 HB3 HB5 HS1 HS2 HT1 HT3 HT4	MKT60011 Data Empowerd Marketing	HS1 HS2
MKT60012 Consumer Behaviour	HS1 HS2	MKT70017 Global Digital Marketing	HS1 HS2

## Year 2 Stage 3

Unit Code & Title	Study Period	Unit Code & Title	Study Period
MKT70019 Branding and Creative Innovation	HS1 HS2	MKT70020 Services Marketing and Customer Management	HS1 HS2
Elective or Specialisation Unit <i>Select from elective list on page 2</i>		Elective or Specialisation Unit <i>Select from elective list on page 2</i>	

## Year 2 Stage 4

Unit Code & Title	Study Period	Unit Code & Title	Study Period
MKT80010 Marketing Strategy and Planning	HS1 HS2	MKT80015 Marketing Communications Agencyt	HS1 HS2
Elective or Specialisation Unit <i>Select from elective list on page 2</i>		Elective or Specialisation Unit <i>Select from elective list on page 2</i>	

#### Course Information Master of Marketing

200 Credit Points

**Foundation units**  
50 Credit points

**Core units**  
100 Credit points

**Electives or Specialisation units**  
50 Credit points

#### Elective Units

Refer to following pages of this planner.

#### Where can I find out more about individual unit content?

Visit the [Single Unit Search](#) page to search for additional unit content.

#### Specialisations on offer and further Course Information visit: [Master of Marketing](#)

**What is a part-time study load?**  
up to 50 credit points (4 units per year)

#### Academic Calendar - First Half & Second Half

The below calendar indicates which study periods fall under the first half and second half of the year.

2021 Higher Education Calendar			
Key	Study Period	Start Date	End Date
SUM	Summer Term	04 Jan	14 Feb
HB1	HE Block 1	08 Feb	21 Mar
HS1	Semester 1	01 Mar	30 May
HT1	Term 1	01 Mar	18 Apr
HB2	HE Block 2	22 Mar	02 May
HT2	Term 2	19 Apr	30 May
HB3	HE Block 3	10 May	20 Jun
HB4	HE Block 4	31 May	11 Jul
WIN	Winter Term	21 Jun	01 Aug
HB5	HE Block 5	12 Jul	22 Aug
HS2	Semester 2	02 Aug	31 Oct
HT3	Term 3	02 Aug	12 Sep
HB6	HE Block 6	23 Aug	03 Oct
HT4	Term 4	20 Sep	31 Oct
HB7	HE Block 7	11 Oct	21 Nov
HB8	HE Block 8	01 Nov	12 Dec

## Elective Units - Pre Experience Courses

Unit Code	Unit Title
ACC60008	Accounting Systems and Reporting
ACC80003	Company Auditing
ACC80008	Managerial Accounting
ACC80012	Taxation Principles and Planning
ACC80019	Financial Accounting and Theory
ACC80020	Contemporary Issues in Accounting and Research
BUS70013	Business Innovation in Europe Study Tour
BUS70014	Business Innovation in America Study Tour
BUS70015	Business Innovation in Asia Study Tour
BUS70016	Indigenous Study Tour: Supporting Economic Development
ECO80001	Economics
ENT60006	Opportunity Discovery
ENT70012	Growth Management
ENT70018	Entrepreneurial Mindset, New Ventures and Innovation
ENT70019	Venture Planning
FIN60004	Entrepreneurial Finance
FIN60006	Frontiers in FinTech
FIN70006	Banking and Insurance Risk Management
FIN80001	Advanced Financial Management
FIN80002	Business and Entity Valuations
FIN80004	Capital Markets
FIN80005	Corporate Financial Management
FIN80018	Derivatives and Risk Management
FIN80019	Portfolio Management
FIN80026	Alternative Investments
FIN80027	Ethics and Behavioural Finance Research
FIN80028	Fixed Income Securities
FST80008	Designing for Change
HRM60013	Employee Relations
HRM60016	Behaviour in Organisations
HRM60018	Human Resource Fundamentals
HRM70006	Strategic HRM in the Business Context
HRM70012	Managing Workplace Diversity and Inclusion
HRM70013	Strategic Human Resource Management
HRM80015	Human Capital Analytics
ICT80008	Professional Issues in IT
INB60003	International Trade and Investment
INB60004	Global Business Cultures: Advanced Theories and Practices
INF60007	Business Information Systems
INF60009	Database, Analysis and Design
INF60010	Requirements Analysis and Modelling

Unit Code	Unit Title
INF60012	Cloud Enterprise Systems and Analytics
INF60013	Mobile Business and Social Media
INF70005	Strategic Project Management
INF70008	Business Analytics and Visualisation
INF80001	Advanced Business Analysis
INF80003	IS/IT Research Project
INF80006	Business Analysis Practice
INF80014	Contemporary Issues in Business Analysis
INF80028	Business Process Management
INF80031	Applied Business Intelligence Analytics and Data Visualisation
INF80040	Predictive Analytics
INF80042	Governing Technology for Business Environments
INF80050	Blockchain: Business Models and Applications
INF80051	Artificial Intelligence and Insights
LAW60003	Corporations and Contract Law
MGT60031	Managing in A Complex World
MGT60040	Management Analysis and Problem Solving
MGT80002	Business Strategy
MGT80005	Leadership for Innovation
MKT60010	Marketing Management
MKT60011	Data Empowered Marketing
MKT60012	Consumer Behaviour
MKT70017	Global Digital Marketing
MKT70019	Branding and Creative Innovation
MKT70020	Services Marketing and Customer Management
PRM60001	Project Management for Entrepreneurial Ventures
PRM60002	Project Management for Innovative Outcomes
PRM60003	The Risk Management Spectrum
PRM70002	Leading Complex Projects
PRM80001	Enterprise Project
PRM80002	Project Governance and Resource Management
SCM60001	Operations Management
SCM60002	Six Sigma Lean Green Belt
SCM60003	Supply Chain Management
SCM60004	Logistics Management
<b>Study Tour and International Internship Electives</b>	
BUS70013	Business Innovation in Europe Study Tour
BUS70014	Business Innovation in America Study Tour
BUS70015	Business Innovation in Asia Study Tour
BUS70016	Indigenous Study Tour: Supporting Economic Development
MFP80002	Strategic Leadership
MFP80004	International Internship Extended