

## MC197 – Master of Marketing


### 1.5 year program (144 credit points)

This is the recommended enrolment sequence if you have **received** masters advance standing as part of the admissions process. You are required to complete **twelve (12) courses (144 credit points)** to qualify for the degree.

<b>1</b>	<b>Year 1 - Semester One</b>
<b>MKTG1100</b>	Marketing Management
<b>MKTG1101</b>	Consumer Behaviour
<b>MKTG1103</b>	Marketing Communication Strategy
<b>MKTG1104</b>	Marketing Research

<b>2</b>	<b>Year 1 - Semester Two</b>
<b>Option</b>	<i>Select any from Option list</i>
<b>Option</b>	<i>Select any from Option list</i>
<b>Option</b>	<i>Select any from Option list</i>
<b>Option</b>	<i>Select any from Option list</i>

<b>3</b>	<b>Year 2 - Semester One</b>
<b>MKTG1215</b>	Strategic Marketing
<b>Option</b>	<i>Select any from Option list</i>
<b>Option</b>	<i>Select any University Postgrad Elective</i>
<b>Option</b>	<i>Select any University Postgrad Elective</i>

	<b>Exemptions</b>
<i>You are exempted a total of 48 credit points. These courses below appear on your record with an <b>MX</b> (Masters Exemption Granted) grade.</i>	
<b>EXTL1050</b>	Approved Studies 1
<b>EXTL1053</b>	Approved Studies 2
<b>EXTL1056</b>	Approved Studies 3
<b>EXTL1059</b>	Approved Studies 4

<b>Options</b>	
<b>MKTG1311</b>	Product Innovation
<b>MKTG1105</b>	Interactive Marketing
<b>MKTG1112</b>	Services Marketing
<b>MKTG1126</b>	Brand Strategy
<b>MKTG1127</b>	Sustainable Marketing
<b>MKTG1209</b>	Business and Network Marketing
<b>MKTG1373</b>	Customer Experience Design
<b>MKTG1474</b>	Marketing Analytics
<b>MKTG1472</b>	Advanced Digital Marketing
<b>BUSM1588</b>	International Marketing

<b>University Postgraduate Electives</b>
You can find a list of our university-wide Postgraduate Electives available to you via our <a href="#">University electives database</a> .

<b>Require further assistance?</b>
If you need help or have further enquiries regarding your enrolment, please contact our helpful team at <a href="#">Business Connect</a> .

**Please note:** All courses listed may not be available each Semester, this is important to note when planning your enrolments. You must ensure that you satisfy the academic requirements of your program in order to graduate. Students in their final semester/year, please contact [Business Connect](#) if you require a course that is not being offered in your final semester/year as an approved substitute may be available via Non-Standard Enrolment.