RMIT
UNIVERSITY

College of Business and Law
Building 80
445 Swanston Street
Melbourne VIC 3000
(03) 9925 5555
www.rmit.edu.au

MC197– Master of Marketing
2 year program (192 credit points)

This is the recommended enrolment sequence if you have **not received** masters advance standing as part of the admissions process.
You are required to complete **sixteen (16) courses (192 credit points)** to qualify for the degree.

1   Year 1 - Semester One

MKTG1100	Marketing Management
MKTG1101	Consumer Behaviour
MKTG1103	Marketing Communication Strategy
MKTG1104	Marketing Research

2   Year 1 - Semester Two

Option	*Select any from Option list*
Option	*Select any from Option list*
Option	*Select any from Option list*
Option	*Select any from Option list*

3   Year 2 - Semester One

Option	*Select any from Option list*
Option	*Select any from Option list*
Option	*Select any from Option list*
Option	*Select any from Option list*

4   Year 2 – Semester Two

MKTG1215	Strategic Marketing
Option	*Select any from Option list*
Elective	*Select any University Postgrad Elective*
Elective	*Select any University Postgrad Elective*

Options

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

University Postgraduate Electives
You can find a list of our university-wide Postgraduate Electives available to you via our **University electives database.**

Require further assistance?
If you need help or have further enquiries regarding your enrolment, please contact our helpful team at **Business Connect.**

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.