



SYDNEY
BUSINESS
SCHOOL

UNIVERSITY
OF WOLLONGONG

MASTER OF MARKETING

Study sequences for students commencing in Trimester 2 – 2024

UOW ONLINE WOLLONGONG

Use the following table to determine which Study Sequence Version to use.

You have been granted Advanced Standing or Credit for the following subjects	Follow this Study Sequence
ACCY801, MGNT803, MARK804 and ECON802	Version 1
ACCY801, MGNT803, MARK804 and OPS 802	Version 1
MARK804, MARK936, MARK940 and MARK977	Version 2
MARK804, MARK901, MARK902, and MARK977	Version 3
You have not been granted Advanced Standing or Credit for the following subjects	Version 4

If you have been granted Advanced Standing or Credit for more or less subjects than shown above you must consult your Directors of Academic Programs.

Please note:

- You must follow the study sequence to be sure that you are able to complete all subjects in your course on time.
- Subject offerings may change prior to the commencement of session; students are advised to check the latest information available on the Subject Database.
- If you have any general enquiries about understanding your study sequence, you may contact BAL Central at +61 2 9266 1300.
- If you have any questions about your study sequence, you can contact your Directors of Academic Programs. Directors of Academic Programs list can be found here:
<https://www.sydneybusinessschool.edu.au/student/student-resources/directors-of-academic-programs/>

VERSION 1 – PART TIME

Session	Code	Subject
Trimester 2 – 2024	MARK936	Consumer Behaviour
Trimester 3 – 2024	MARK935	Marketing Strategy
Trimester 1 – 2025	MARK940	Marketing Communications
Trimester 2 – 2025	MARK920	Social Marketing
Trimester 3 – 2025	MARK901	Digital Marketing
Trimester 1 – 2026	MARK977	Research for Marketing Decisions
Trimester 2 – 2026	ONE Elective Subject	
Trimester 3 – 2026	ONE Elective Subject	

VERSION 2 – PART TIME

Session	Code	Subject
Trimester 2 – 2024	MGNT803	Organisational Behaviour and Management
Trimester 3 – 2024	MARK935	Marketing Strategy
Trimester 1 – 2025	ACCY801	Accounting and Financial Management
Trimester 2 – 2025	MARK920	Social Marketing
Trimester 3 – 2025	MARK901	Digital Marketing
Trimester 1 – 2026	OPS 802	Operations Management
Trimester 2 – 2026	ONE Elective Subject	
Trimester 3 – 2026	ONE Elective Subject	

VERSION 3 – PART TIME

Session	Code	Subject
Trimester 2 – 2024	MGNT803	Organisational Behaviour and Management
Trimester 3 – 2024	MARK935	Marketing Strategy
Trimester 1 – 2025	ACCY801	Accounting and Financial Management
Trimester 2 – 2025	MARK920	Social Marketing
Trimester 3 – 2025	MARK936	Consumer Behaviour
Trimester 1 – 2026	OPS 802	Operations Management
Trimester 2 – 2026	MARK940	Marketing Communications
Trimester 3 – 2026	ONE Elective Subject	

VERSION 4 – PART TIME

Session	Code	Subject
Trimester 2 – 2024	MGNT803	Organisational Behaviour and Management
Trimester 3 – 2024	OPS 802	Operations Management
Trimester 1 – 2025	ACCY801	Accounting and Financial Management
Trimester 2 – 2025	MARK804	Principles of Marketing Management
Trimester 3 – 2025	MARK936	Consumer Behaviour
Trimester 1 – 2026	MARK935	Marketing Strategy
Trimester 2 – 2026	MARK940	Marketing Communications
Trimester 3 – 2026	MARK920	Social Marketing
Trimester 1 – 2027	MARK901	Digital Marketing
Trimester 2 – 2027	MARK977	Research for Marketing Decisions
Trimester 3 – 2027	ONE Elective Subject	
Trimester 1 – 2028	ONE Elective Subject	