UNIVERSITY
OF WOLLONGONG
AUSTRALIA

# Master of Business - Master of Marketing

3323 Course study plan collection 2 variations 6 study sequences

CONTENTS


**1. Students commencing with no credit received** 1
- 1.1 Commencing Trimester 1 1
- 1.2 Commencing Trimester 2 2
- 1.3 Commencing Trimester 3 3

**2. Students commencing with with credit for ACCY801, MGNT803, MARK804 and OPS 802** 4
- 2.1 Commencing Trimester 1 4
- 2.2 Commencing Trimester 2 5
- 2.3 Commencing Trimester 3 6


COURSE REQUIREMENTS APPLIES TO ALL VARIATIONS

The Master of Business - Master of Marketing requires the successful completion of 18 subjects (108 credit points) including:
a. 4 Foundation subjects, plus
b. 4 Business specialised subjects; plus
c. 4 Marketing specialised subjects; plus
d. Capstone subject BUS 922 to ideally be completed in the final session of study; plus
e. 5 Elective subjects (30 credit points) chosen from either:
i. the list of Business or Marketing specialised subjects, or
ii. subjects listed in the specialisation, or
iii. any School of Business postgraduate subject offering
NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects

## 1. Students commencing with no credit received

### 1.1 Commencing Trimester 1

2027 Trimester 1 Full-time

| | | |
|---|---|---|
| **2027 Trimester 1**<br>18 cp | **ACCY801 Accounting and Financial Management** | **6 cp** |
| | **MARK804 Principles of Marketing Management** | **6 cp** |
| | **MGNT803 Organisational Behaviour and Management** | **6 cp** |
| **2027 Trimester 2**<br>18 cp | **OPS 802 Operations Management** | **6 cp** |
| | **MGNT912 Strategic Integration in a Global Context**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **MGNT978 Cross Cultural Management**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |

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| **2027 Trimester 3**<br>18 cp | **MGNT915 Management of Change**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 1**<br>18 cp | **MGNT903 Leading in Contemporary Organisations**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **BUS 922 Business Research Capstone**<br>Prereq: Any 42 credit points | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 2**<br>18 cp | **MARK920 Social Marketing**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK935 Marketing Strategy**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 3**<br>18 cp | **MARK901 Digital Marketing**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK902 Big Data & Marketing Analytics**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

## 1.2 Commencing Trimester 2

2027 Trimester 2 Full-time

| | | |
|---|---|---|
| **2027 Trimester 2**<br>18 cp | **ACCY801 Accounting and Financial Management** | **6 cp** |
| | **MARK804 Principles of Marketing Management** | **6 cp** |
| | **MGNT803 Organisational Behaviour and Management** | **6 cp** |
| **2027 Trimester 3**<br>18 cp | **OPS 802 Operations Management** | **6 cp** |
| | **MGNT915 Management of Change**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

| | | |
|---|---|---|
| **2028 Trimester 1**<br>18 cp | **MGNT903 Leading in Contemporary Organisations**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **MGNT920 Organisational Analysis**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 2**<br>18 cp | **MGNT912 Strategic Integration in a Global Context**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **BUS 922 Business Research Capstone**<br>Prereq: Any 42 credit points | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 3**<br>18 cp | **MARK901 Digital Marketing**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK902 Big Data & Marketing Analytics**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2029 Trimester 1**<br>18 cp | **MARK936 Consumer Behaviour**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK940 Marketing Communications**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

## 1.3 Commencing Trimester 3

2027 Trimester 3 Full-time

| | | |
|---|---|---|
| **2027 Trimester 3**<br>18 cp | **ACCY801 Accounting and Financial Management** | **6 cp** |
| | **MARK804 Principles of Marketing Management** | **6 cp** |
| | **MGNT803 Organisational Behaviour and Management** | **6 cp** |
| **2028 Trimester 1**<br>18 cp | **OPS 802 Operations Management** | **6 cp** |
| | **MGNT903 Leading in Contemporary Organisations**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

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| **2028 Trimester 2**<br>18 cp | **MGNT912 Strategic Integration in a Global Context**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **MGNT978 Cross Cultural Management**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 3**<br>18 cp | **MGNT915 Management of Change**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **BUS 922 Business Research Capstone**<br>Prereq: Any 42 credit points | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2029 Trimester 1**<br>18 cp | **MARK936 Consumer Behaviour**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK940 Marketing Communications**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2029 Trimester 2**<br>18 cp | **MARK920 Social Marketing**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK935 Marketing Strategy**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

## 2. Students commencing with with credit for ACCY801, MGNT803, MARK804 and OPS 802

### 2.1 Commencing Trimester 1

2027 Trimester 1 Full-time

| | | |
|---|---|---|
| **2027 Trimester 1**<br>18 cp | **MGNT903 Leading in Contemporary Organisations**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **MGNT920 Organisational Analysis**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

| | | |
|---|---|---|
| **2027 Trimester 2**<br>18 cp | **MGNT912 Strategic Integration in a Global Context**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **MGNT978 Cross Cultural Management**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2027 Trimester 3**<br>18 cp | **BUS 922 Business Research Capstone**<br>Prereq: Any 42 credit points | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 1**<br>18 cp | **MARK936 Consumer Behaviour**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK940 Marketing Communications**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 2**<br>12 cp | **MARK920 Social Marketing**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK935 Marketing Strategy**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |

## 2.2 Commencing Trimester 2

2027 Trimester 2 Full-time

| | | |
|---|---|---|
| **2027 Trimester 2**<br>18 cp | **MGNT912 Strategic Integration in a Global Context**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **MGNT978 Cross Cultural Management**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

| | | |
|---|---|---|
| **2027 Trimester 3**<br>18 cp | **MGNT915 Management of Change**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **OPS 932 Managing Complex Projects**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 1**<br>18 cp | **BUS 922 Business Research Capstone**<br>Prereq: Any 42 credit points | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 2**<br>18 cp | **MARK920 Social Marketing**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK935 Marketing Strategy**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |
| **2028 Trimester 3**<br>12 cp | **MARK901 Digital Marketing**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |
| | **MARK902 Big Data & Marketing Analytics**<br>***Note:*** *Specialised subject for Master of Marketing* | **6 cp** |

## 2.3 Commencing Trimester 3

2027 Trimester 3 Full-time

| | | |
|---|---|---|
| **2027 Trimester 3**<br>18 cp | **MGNT915 Management of Change**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **OPS 932 Managing Complex Projects**<br>***Note:*** *Specialised subject for Master of Business* | **6 cp** |
| | **Electives**<br>Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects | **6 cp** |

**2028 Trimester 1**
18 cp

**MGNT903 Leading in Contemporary Organisations** — 6 cp
***Note:*** *Specialised subject for Master of Business*

**MGNT920 Organisational Analysis** — 6 cp
***Note:*** *Specialised subject for Master of Business*

**Electives** — 6 cp
Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects

**2028 Trimester 2**
18 cp

**BUS 922 Business Research Capstone** — 6 cp
Prereq: Any 42 credit points

**Electives** — 6 cp
Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects

**Electives** — 6 cp
Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects

**2028 Trimester 3**
18 cp

**MARK901 Digital Marketing** — 6 cp
***Note:*** *Specialised subject for Master of Marketing*

**MARK902 Big Data & Marketing Analytics** — 6 cp
***Note:*** *Specialised subject for Master of Marketing*

**Electives** — 6 cp
Choose from either: i. the list of Business or Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering NB. Students who choose to undertake the specialisation will only be required to complete 12 credit points of elective subjects

**2029 Trimester 1**
12 cp

**MARK936 Consumer Behaviour** — 6 cp
***Note:*** *Specialised subject for Master of Marketing*

**MARK940 Marketing Communications** — 6 cp
***Note:*** *Specialised subject for Master of Marketing*