UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Master of Business Analytics - Master of Marketing

3326 Course study plan collection 2 variations 6 study sequences

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COURSE REQUIREMENTS APPLIES TO ALL VARIATIONS

The Master of Business Analytics - Master of Marketing requires the successful completion of 18 subjects (108 credit points) including:
a. 4 Foundation subjects, plus
b. 5 Business Analytics 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. 4 Elective subjects (24 credit points) chosen from either:
i. the list of Business Analytics 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 6 credit points of elective subjects

1. Students commencing with no credit received

1.1 Commencing Trimester 1

2027 Trimester 1 Full-time
Students should complete MBAS900, MBAS922 & MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 1 18 cp	**ACCY801 Accounting and Financial Management**	**6 cp**
	MBAS900 Foundations of Business Analytics and Applied AI ***Note:*** *CORE for Master of Business Analytics*	**6 cp**
	OPS 802 Operations Management	**6 cp**
2027 Trimester 2 18 cp	**MARK804 Principles of Marketing Management**	**6 cp**
	MBAS923 Big Data Management & Integration ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	MBAS924 AI-driven Customer Insights and Market Intelligence ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**

2027 Trimester 3 18 cp	**MBAS920 Data Storytelling & Visual Intelligence** ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	MGNT803 Organisational Behaviour and Management	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2028 Trimester 1 18 cp	**MBAS922 Applied Machine Learning & AI for Business** ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2028 Trimester 2 18 cp	**MARK920 Social Marketing** ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	MARK935 Marketing Strategy ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2028 Trimester 3 18 cp	**MARK901 Digital Marketing** ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	MARK902 Big Data & Marketing Analytics ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**

1.2 Commencing Trimester 2

2027 Trimester 2 Full-time
Students should complete MBAS900, MBAS922 & MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 2 18 cp	**ACCY801 Accounting and Financial Management**	**6 cp**
	MBAS900 Foundations of Business Analytics and Applied AI ***Note:*** *CORE for Master of Business Analytics*	**6 cp**
	OPS 802 Operations Management	**6 cp**

2027 Trimester 3
18 cp

- **MARK804 Principles of Marketing Management** — 6 cp
- **MBAS920 Data Storytelling & Visual Intelligence** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **MBAS925 Prescriptive Analytics and Business Decision Making** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900

2028 Trimester 1
18 cp

- **MBAS922 Applied Machine Learning & AI for Business** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **MGNT803 Organisational Behaviour and Management** — 6 cp
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

2028 Trimester 2
18 cp

- **MBAS924 AI-driven Customer Insights and Market Intelligence** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **BUS 922 Business Research Capstone** — 6 cp
  Prereq: Any 42 credit points
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 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 Analytics 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 6 credit points of elective subjects

2029 Trimester 1
18 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*
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

1.3 Commencing Trimester 3

2027 Trimester 3 Full-time
Students should complete MBAS900, MBAS922 & MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 3 18 cp	**ACCY801 Accounting and Financial Management**	**6 cp**
	MBAS900 Foundations of Business Analytics and Applied AI ***Note:*** *CORE for Master of Business Analytics*	**6 cp**
	OPS 802 Operations Management	**6 cp**
2028 Trimester 1 18 cp	**MARK804 Principles of Marketing Management**	**6 cp**
	MBAS921 Predictive Analytics and Forecasting ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	MBAS922 Applied Machine Learning & AI for Business ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
2028 Trimester 2 18 cp	**MBAS924 AI-driven Customer Insights and Market Intelligence** ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	MGNT803 Organisational Behaviour and Management	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2028 Trimester 3 18 cp	**MBAS920 Data Storytelling & Visual Intelligence** ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2029 Trimester 1 18 cp	**MARK936 Consumer Behaviour** ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	MARK940 Marketing Communications ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2029 Trimester 2 18 cp	**MARK920 Social Marketing** ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	MARK935 Marketing Strategy ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**

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

2.1 Commencing Trimester 1

2027 Trimester 1 Full-time
Students should complete MBAS900, MBAS922 & MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 1
18 cp

- **MBAS900 Foundations of Business Analytics and Applied AI** — 6 cp
  Note: *CORE for Master of Business Analytics*
- **MBAS922 Applied Machine Learning & AI for Business** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

2027 Trimester 2
18 cp

- **MBAS923 Big Data Management & Integration** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **MBAS924 AI-driven Customer Insights and Market Intelligence** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

2027 Trimester 3
18 cp

- **MBAS920 Data Storytelling & Visual Intelligence** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **BUS 922 Business Research Capstone** — 6 cp
  Prereq: Any 42 credit points
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

2028 Trimester 1
18 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*
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

2028 Trimester 2
12 cp

- **MARK920 Social Marketing** — 6 cp
  Note: *Specialised subject for Master of Marketing*
- **MARK935 Marketing Strategy** — 6 cp
  Note: *Specialised subject for Master of Marketing*

2.2 Commencing Trimester 2

2027 Trimester 2 Full-time
Students should complete MBAS900, MBAS922 & MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 2 18 cp	**MBAS900 Foundations of Business Analytics and Applied AI** ***Note:*** *CORE for Master of Business Analytics*	**6 cp**
	MBAS924 AI-driven Customer Insights and Market Intelligence ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2027 Trimester 3 18 cp	**MBAS920 Data Storytelling & Visual Intelligence** ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	MBAS925 Prescriptive Analytics and Business Decision Making ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2028 Trimester 1 18 cp	**MBAS922 Applied Machine Learning & AI for Business** ***Note:*** *Specialised subject for Master of Business Analytics.* *Co-requisite: MBAS900*	**6 cp**
	BUS 922 Business Research Capstone Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2028 Trimester 2 18 cp	**MARK920 Social Marketing** ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	MARK935 Marketing Strategy ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	Electives Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects	**6 cp**
2028 Trimester 3 12 cp	**MARK901 Digital Marketing** ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**
	MARK902 Big Data & Marketing Analytics ***Note:*** *Specialised subject for Master of Marketing*	**6 cp**

2.3 Commencing Trimester 3

2027 Trimester 3 Full-time
Students should complete MBAS900, MBAS922 & MBAS924 to be eligible for SAS Certification.

MBAS900 is core for Master of Business Analytics, and a co-requisite for all other MBAS subjects.

2027 Trimester 3
18 cp

- **MBAS900 Foundations of Business Analytics and Applied AI** — 6 cp
  Note: *CORE for Master of Business Analytics*
- **MBAS920 Data Storytelling & Visual Intelligence** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

2028 Trimester 1
18 cp

- **MBAS921 Predictive Analytics and Forecasting** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **MBAS922 Applied Machine Learning & AI for Business** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 credit points of elective subjects

2028 Trimester 2
18 cp

- **MBAS924 AI-driven Customer Insights and Market Intelligence** — 6 cp
  Note: *Specialised subject for Master of Business Analytics.*
  Co-requisite: MBAS900
- **BUS 922 Business Research Capstone** — 6 cp
  Prereq: Any 42 credit points
- **Electives** — 6 cp
  Choose from either: i. the list of Business Analytics 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 6 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 Analytics 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 6 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*