UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Master of Human Resource Management - Master of Marketing

3329 Course study plan collection 2 variations 6 study sequences

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COURSE REQUIREMENTS APPLIES TO ALL VARIATIONS

The Master of Human Resource Management - Master of Marketing requires the successful completion of 18 subjects (108 credit points) including:
a. 4 Foundation subjects, plus
b. 4 Human Resource Management 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 Human Resource Management 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 18 cp	**MARK804 Principles of Marketing Management**	**6 cp**
	MGNT803 Organisational Behaviour and Management	**6 cp**
	OPS 802 Operations Management	**6 cp**
2027 Trimester 2 18 cp	**ACCY801 Accounting and Financial Management**	**6 cp**
	MGNT949 Performance Management ***Note:*** *Specialised subject for Master of Human Resource Management*	**6 cp**
	MGNT969 Job Analysis, Recruitment and Selection ***Note:*** *Specialised subject for Master of Human Resource Management*	**6 cp**

2027 Trimester 3
18 cp

- **MGNT915 Management of Change** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **MGNT918 Managing Employment Relations in Organisations** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **Electives** — 6 cp
  Choose from either: i. the list of Human Resource Management 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 1
18 cp

- **BUS 922 Business Research Capstone** — 6 cp
  Prereq: Any 42 credit points
- **Electives** — 6 cp
  Choose from either: i. the list of Human Resource Management 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 Human Resource Management 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

- **MARK920 Social Marketing** — 6 cp
  Note: *Specialised subject for Master of Marketing*
- **MARK935 Marketing Strategy** — 6 cp
  Note: *Specialised subject for Master of Marketing*
- **Electives** — 6 cp
  Choose from either: i. the list of Human Resource Management 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 Human Resource Management 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

1.2 Commencing Trimester 2

2027 Trimester 2 Full-time

2027 Trimester 2
18 cp

- **MARK804 Principles of Marketing Management** — 6 cp
- **MGNT803 Organisational Behaviour and Management** — 6 cp
- **OPS 802 Operations Management** — 6 cp

2027 Trimester 3
18 cp

ACCY801 Accounting and Financial Management	**6 cp**
MGNT915 Management of Change ***Note:*** *Specialised subject for Master of Human Resource Management*	**6 cp**
MGNT918 Managing Employment Relations in Organisations ***Note:*** *Specialised subject for Master of Human Resource Management*	**6 cp**

2028 Trimester 1
18 cp

MGNT908 Human Resources Development ***Note:*** *Specialised subject for Master of Human Resource Management*	**6 cp**
MGNT963 Management of Workplace Health and Safety ***Note:*** *Specialised subject for Master of Human Resource Management*	**6 cp**
Electives Choose from either: i. the list of Human Resource Management 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
18 cp

BUS 922 Business Research Capstone Prereq: Any 42 credit points	**6 cp**
Electives Choose from either: i. the list of Human Resource Management 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 Choose from either: i. the list of Human Resource Management 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
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 Human Resource Management 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
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 Human Resource Management 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
18 cp

- **MARK804 Principles of Marketing Management** — 6 cp
- **MGNT803 Organisational Behaviour and Management** — 6 cp
- **OPS 802 Operations Management** — 6 cp

2028 Trimester 1
18 cp

- **ACCY801 Accounting and Financial Management** — 6 cp
- **MGNT908 Human Resources Development** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **MGNT963 Management of Workplace Health and Safety** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*

2028 Trimester 2
18 cp

- **MGNT949 Performance Management** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **MGNT969 Job Analysis, Recruitment and Selection** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **Electives** — 6 cp
  Choose from either: i. the list of Human Resource Management 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

- **BUS 922 Business Research Capstone** — 6 cp
  Prereq: Any 42 credit points
- **Electives** — 6 cp
  Choose from either: i. the list of Human Resource Management 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
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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
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2029 Trimester 2
18 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*
- **Electives** — 6 cp
  Choose from either: i. the list of Human Resource Management 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

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

2.1 Commencing Trimester 1

2027 Trimester 1 Full-time

2027 Trimester 1
18 cp

- **MGNT908 Human Resources Development** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **MGNT963 Management of Workplace Health and Safety** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **Electives** — 6 cp
  Choose from either: i. the list of Human Resource Management 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

2027 Trimester 2
18 cp

- **MGNT949 Performance Management** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **MGNT969 Job Analysis, Recruitment and Selection** — 6 cp
  Note: *Specialised subject for Master of Human Resource Management*
- **Electives** — 6 cp
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2028 Trimester 1
18 cp

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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

2027 Trimester 2
18 cp

MGNT949 Performance Management — 6 cp
Note: *Specialised subject for Master of Human Resource Management*

MGNT969 Job Analysis, Recruitment and Selection — 6 cp
Note: *Specialised subject for Master of Human Resource Management*

Electives — 6 cp
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2027 Trimester 3
18 cp

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Note: *Specialised subject for Master of Human Resource Management*

MGNT918 Managing Employment Relations in Organisations — 6 cp
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2028 Trimester 1
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2028 Trimester 3
12 cp

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Note: *Specialised subject for Master of Marketing*

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

2.3 Commencing Trimester 3

2027 Trimester 3 Full-time

2027 Trimester 3
18 cp

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