UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Master of Marketing - Master of Project Management

3331 Course study plan collection 2 variations 6 study sequences

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COURSE REQUIREMENTS APPLIES TO ALL VARIATIONS

The Master of Marketing - Master of Project Management requires the successful completion of 18 subjects (108 credit points) including:
a. 4 Foundation subjects, plus
b. 4 Marketing specialised subjects; plus
c. 4 Project Management 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 Marketing or Project Management 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	**ACCY801 Accounting and Financial Management**	**6 cp**
	MARK804 Principles of Marketing Management	**6 cp**
	OPS 802 Operations Management	**6 cp**
2027 Trimester 2 18 cp	**MGNT803 Organisational Behaviour and Management**	**6 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**
2027 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 Marketing or Project Management 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	**BUS 922 Business Research Capstone** Prereq: Any 42 credit points	6 cp
	Electives Choose from either: i. the list of Marketing or Project Management 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 Marketing or Project Management 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	**OPS 909 Sustainable Organisational Performance** ***Note:*** *Specialised subject for Master of Project Management*	6 cp
	OPS 938 Negotiation Theory and Practice for Project Management ***Note:*** *Specialised subject for Master of Project Management*	6 cp
	Electives Choose from either: i. the list of Marketing or Project Management 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	**OPS 939 Project Management in Practice** ***Note:*** *Specialised subject for Master of Project Management*	6 cp
	OPS 932 Managing Complex Projects ***Note:*** *CORE subject for Master of Project Management*	6 cp
	Electives Choose from either: i. the list of Marketing or Project Management 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 18 cp	**ACCY801 Accounting and Financial Management**	6 cp
	MARK804 Principles of Marketing Management	6 cp
	OPS 802 Operations Management	6 cp
2027 Trimester 3 18 cp	**MGNT803 Organisational Behaviour and Management**	6 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

2028 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 Marketing or Project Management 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 Marketing or Project Management 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 Marketing or Project Management 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	**OPS 920 Contemporary Issues in Supply Chain Management** ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
	OPS 939 Project Management in Practice ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
	Electives Choose from either: i. the list of Marketing or Project Management 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	**OPS 932 Managing Complex Projects** ***Note:*** *CORE subject for Master of Project Management*	**6 cp**
	OPS 937 Managing and Leading Project Teams ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
	Electives Choose from either: i. the list of Marketing or Project Management 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	**ACCY801 Accounting and Financial Management**	**6 cp**
	MARK804 Principles of Marketing Management	**6 cp**
	OPS 802 Operations Management	**6 cp**

2028 Trimester 1
18 cp

MGNT803 Organisational Behaviour and Management	**6 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**

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 Marketing or Project Management 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

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

OPS 932 Managing Complex Projects ***Note:*** *CORE subject for Master of Project Management*	**6 cp**
OPS 937 Managing and Leading Project Teams ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
Electives Choose from either: i. the list of Marketing or Project Management 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
18 cp

OPS 909 Sustainable Organisational Performance ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
OPS 938 Negotiation Theory and Practice for Project Management ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
Electives Choose from either: i. the list of Marketing or Project Management 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 with credit for ACCY801, MGNT803, MARK804 and OPS 802

2.1 Commencing Trimester 1

2027 Trimester 1 Full-time

2027 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 Marketing or Project Management 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

- **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 Marketing or Project Management 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 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 Marketing or Project Management 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 Marketing or Project Management 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

- **OPS 932 Managing Complex Projects** — 6 cp
  Note: *CORE subject for Master of Project Management*
- **OPS 937 Managing and Leading Project Teams** — 6 cp
  Note: *Specialised subject for Master of Project Management*
- **Electives** — 6 cp
  Choose from either: i. the list of Marketing or Project Management 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
12 cp

- **OPS 909 Sustainable Organisational Performance** — 6 cp
  Note: *Specialised subject for Master of Project Management*
- **OPS 938 Negotiation Theory and Practice for Project Management** — 6 cp
  Note: *Specialised subject for Master of Project Management*

2.2 Commencing Trimester 2

2027 Trimester 2 Full-time

2027 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 Marketing or Project Management 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 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 Marketing or Project Management 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 Marketing or Project Management 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 Marketing or Project Management 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

OPS 909 Sustainable Organisational Performance — 6 cp
Note: *Specialised subject for Master of Project Management*

OPS 938 Negotiation Theory and Practice for Project Management — 6 cp
Note: *Specialised subject for Master of Project Management*

Electives — 6 cp
Choose from either: i. the list of Marketing or Project Management 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
12 cp

OPS 932 Managing Complex Projects — 6 cp
Note: *CORE subject for Master of Project Management*

OPS 939 Project Management in Practice — 6 cp
Note: *Specialised subject for Master of Project Management*

2.3 Commencing Trimester 3

2027 Trimester 3 Full-time

2027 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 Marketing or Project Management 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	**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 Marketing or Project Management 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 Marketing or Project Management 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 Marketing or Project Management 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	**OPS 920 Contemporary Issues in Supply Chain Management** ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
	OPS 939 Project Management in Practice ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**
	Electives Choose from either: i. the list of Marketing or Project Management 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 12 cp	**OPS 932 Managing Complex Projects** ***Note:*** *CORE subject for Master of Project Management*	**6 cp**
	OPS 937 Managing and Leading Project Teams ***Note:*** *Specialised subject for Master of Project Management*	**6 cp**