UNIVERSITY
OF WOLLONGONG
AUSTRALIA

Master of Marketing

3029 Course study plan collection 3 variations 9 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 2

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

3. Students commencing as a second Masters degree as part of a UOW packaged Masters offering 4
- 3.1 Commencing Trimester 1 4
- 3.2 Commencing Trimester 2 5
- 3.3 Commencing Trimester 3 5

COURSE REQUIREMENTS APPLIES TO ALL VARIATIONS

This course requires the completion of 12 subjects (72 credit points) including:
a. 4 Foundation subjects, plus
b. 4 Marketing specialised subjects; plus
c. Capstone subject BUS 922 to ideally be completed in the final session of study; plus
d. 3 Elective subjects (18 credit points) chosen from either:
i. the list of Marketing specialised subjects, or
ii. subjects listed in the specialisation, or
iii. any School of Business postgraduate subject offering

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	**6 cp**
	MARK935 Marketing Strategy	**6 cp**
2027 Trimester 3 18 cp	**MARK901 Digital Marketing**	**6 cp**
	MARK902 Big Data & Marketing Analytics	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**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 specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	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	6 cp
	MARK902 Big Data & Marketing Analytics	6 cp
2028 Trimester 1 18 cp	**MARK936 Consumer Behaviour**	6 cp
	MARK940 Marketing Communications	6 cp
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	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 specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	6 cp
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	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	6 cp
	MARK940 Marketing Communications	6 cp

2028 Trimester 2 18 cp	**MARK920 Social Marketing**	**6 cp**
	MARK935 Marketing Strategy	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**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 specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**

2. Students commencing with credit for 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**
	MARK940 Marketing Communications	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2027 Trimester 2 18 cp	**MARK920 Social Marketing**	**6 cp**
	MARK935 Marketing Strategy	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2027 Trimester 3 12 cp	**BUS 922 Business Research Capstone** Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**

2.2 Commencing Trimester 2

2027 Trimester 2 Full-time

2027 Trimester 2 18 cp	**MARK920 Social Marketing**	**6 cp**
	MARK935 Marketing Strategy	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**

2027 Trimester 3 18 cp	**MARK901 Digital Marketing**	**6 cp**
	MARK902 Big Data & Marketing Analytics	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 1 12 cp	**BUS 922 Business Research Capstone** Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**

2.3 Commencing Trimester 3

2027 Trimester 3 Full-time

2027 Trimester 3 18 cp	**MARK901 Digital Marketing**	**6 cp**
	MARK902 Big Data & Marketing Analytics	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 1 18 cp	**MARK936 Consumer Behaviour**	**6 cp**
	MARK940 Marketing Communications	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 2 12 cp	**BUS 922 Business Research Capstone** Prereq: Any 42 credit points	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**

3. Students commencing as a second Masters degree as part of a UOW packaged Masters offering

3.1 Commencing Trimester 1

2027 Trimester 1 Full-time

The following study sequence assumes that the student has been granted for credit for ACCY801, MGNT803, MARK804, OPS 802, BUS 922 and one 900-level elective (6 credit points). Students should review their enrolment record, and if their credit differs from this, they should seek academic advice.

2027 Trimester 1 18 cp	**MARK936 Consumer Behaviour**	**6 cp**
	MARK940 Marketing Communications	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**

2027 Trimester 2 18 cp	**MARK920 Social Marketing**	**6 cp**
	MARK935 Marketing Strategy	**6 cp**
	* **Electives** Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	* **Notes:** *Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.*	

3.2 Commencing Trimester 2

2027 Trimester 2 Full-time

The following study sequence assumes that the student has been granted for credit for ACCY801, MGNT803, MARK804, OPS 802, BUS 922 and one 900-level elective (6 credit points). Students should review their enrolment record, and if their credit differs from this, they should seek academic advice.

2027 Trimester 2 18 cp	**MARK920 Social Marketing**	**6 cp**
	MARK935 Marketing Strategy	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2027 Trimester 3 18 cp	**MARK901 Digital Marketing**	**6 cp**
	MARK902 Big Data & Marketing Analytics	**6 cp**
	* **Electives** Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	* **Notes:** *Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.*	

3.3 Commencing Trimester 3

2027 Trimester 3 Full-time

The following study sequence assumes that the student has been granted for credit for ACCY801, MGNT803, MARK804, OPS 802, BUS 922 and one 900-level elective (6 credit points). Students should review their enrolment record, and if their credit differs from this, they should seek academic advice.

2027 Trimester 3 18 cp	**MARK901 Digital Marketing**	**6 cp**
	MARK902 Big Data & Marketing Analytics	**6 cp**
	Electives Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
2028 Trimester 1 18 cp	**MARK936 Consumer Behaviour**	**6 cp**
	MARK940 Marketing Communications	**6 cp**
	* **Electives** Choose from either: i. the list of Marketing specialised subjects, or ii. subjects listed in the specialisation, or iii. any School of Business postgraduate subject offering	**6 cp**
	* **Notes:** *Those students who completed the Master of Professional Accounting as their first Masters should complete the capstone BUS 922 in place of the elective subject in the final session of study.*	