



2022 Study Plan (Trimester 1)

Master of Marketing (36 units, 1.5 years)+

2022		
TRIMESTER 1	TRIMESTER 2	TRIMESTER 3
ACCTING 7025 Accounting Essentials for Decision Makers	MARKETNG 7023 Understanding Consumers^	MARKETNG 7025 Integrated Marketing Communications
MARKETNG 7104 Marketing Management	MARKETNG 7024 Developing Global Markets^	COMMERCE 7039 #Business Research Methods
ECON 7200 Economic Principles	COMMGMT 7006 People and Organisations	MARKETNG 7032 Strategic Marketing (pre-requisite MARKETNG 7104)
TRIMESTER 1 2023		
*Approved Elective	MARKETNG 7120 Research Project in Marketing (6 units) CAPSTONE (pre-requisite COMMERCE 7039)	

+ last admit term

PLEASE NOTE:

*please contact us at professions@ask.adelaide.edu.au if you are unable to enrol; enrol into courses as per study plan

** If you are not successful in any courses in a Trimester, the course(s) must be repeated in the following Trimester. Seek advice from the Program Adviser. Not all courses are available every Trimester.

^ offered only once a year in Trimester 2

Degree Information

- Students must ensure they are correctly enrolled in accordance with the Academic [Program Rules](#)
- A total of 36 units are required to complete the Master of Marketing: Core courses 27 units + Approved elective 3 units + Research Project 6 units
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#)
- #Take COMMERCE 7039 in your 3rd trimester before your MARKETNG 7120 Research Project; cannot enrol concurrently or at the same time**
- All courses are worth 3 units unless specified otherwise.
- Students with cognate knowledge may be approved by the Program Coordinator to complete additional electives in lieu of core courses to the equivalent unit value. <https://www.adelaide.edu.au/professions/students/professions-support-hub#online-forms>
- Pre-requisite courses to be waived as necessary due to course substitution. Applicable only to commencing students from 2021.

*Approved Elective

The student has to select one course (3 units) of approved elective from the list of post graduate courses offered by the Business School and provided the pre-requisites are met:

- [INTBUS](#)
- [ENTREP](#)
- [WINE](#)
- [PROJMGNT](#)
- [ACCTING](#) (offered in Semesters, check with your Student Advisor)
- [CORPFIN](#) (offered in Semesters, check with your Student Advisor)
- [ACCTFIN](#) (offered in Semesters, check with your Student Advisor)
- [COMMERCE](#)
- [COMMGMT](#)
- [PROF 7500](#) Professions Internship (check eligibility, subject to approval)



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Global Experience

A global experience may be included in your program. Please contact us through the information below:

<https://uofa.link/profglobal>

Further Information and Enrolment Advice

More information, enrolment checks and program advice can be sought from the Professions Support Hub. *To book an appointment, please see*

<https://www.adelaide.edu.au/professions/students/professions-support-hub>

Professions Support Hub

Phone: +61 8 8313 4755

Email: professions@ask.adelaide.edu.au

<https://uofa.link/profstudents>