



THE UNIVERSITY
of ADELAIDE

2022 Study Plan (Trimester 2)

Master of Marketing (36 units, 1.5 years)

STUDENT ID NAME	
Year 2022	
TRIMESTER 2	TRIMESTER 3
COMMERCE 7039 #Business Research Methods	MARKETNG 7025 Integrated Marketing Communications
*Closed Elective	MARKETNG 7032 Strategic Marketing (<i>pre-requisite MARKETNG 7104, waived</i>)
*Closed Elective	*Closed Elective

Remaining courses		
MARKETNG 7001 Analytics for Marketers (<i>pre-requisite MARKETNG 7104 waived; COMMERCE 7039</i>) – Tri 2 only	MARKETNG 7002 Customer Experience in Services (<i>pre-requisite MARKETNG 7104, waived</i>) – Tri 3 only	*Closed Elective
MARKETNG 7120 Research Project in Marketing (M) – 6 units (<i>pre-requisite COMMERCE 7039</i>)		*Closed Elective

+A Research Pathway that is available for those students interested in the Higher Degree by Research. The entry to this pathway will be assessed on a case-by-case basis by the Marketing Postgraduate Program Director based on a number of factors such as prior GPA, research experience, availability of supervisors etc.

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.

Only students with an approved cognate Undergraduate degree are eligible to enrol into the 36 unit Extension pathway

Waived due to Bachelor degree:

MARKETNG 7104 Marketing Management

MARKETNG 7XXX Digital Media Concepts and Application

ENTREP 5036 Entrepreneurial Concepts and Methods

MARKETNG 7023 Understanding Consumers

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 (Extension) with two available options:
 - Coursework: Core courses 15 units + *Closed elective 15 units + Research Project (A+B) 6 units
 - OR
 - HDR: Core courses 15 units + *Closed Elective 12 units + Research Project (A+B+C) 9 units
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#)
- #Take COMMERCE 7039 in a Trimester before your MARKETNG 7120 Research Project or MARKETNG 7xxx A; you cannot enrol concurrently or at the same time



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- All courses are worth 3 units unless specified otherwise.

*Closed Elective

The student must select electives from the list of Postgraduate courses offered by the Adelaide Business School and School of Economics and Public Policy, and provided the pre-requisites are met if any:

- [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)
- TRADE
- AGRIBUS
- ECON

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>