



Year 2022	
TRIMESTER 2	TRIMESTER 3
<a href="#">MARKETNG 7104</a> Marketing Management	<a href="#">MARKETNG 7032</a> Strategic Marketing ( <i>pre-requisite</i> MARKETNG 7104)
<a href="#">MARKETNG 7023</a> Understanding Consumers <sup>^</sup>	<a href="#">MARKETNG 7025</a> Integrated Marketing Communications
*Closed Elective	<a href="#">ENTREP 5036</a> Entrepreneurial Concepts and Methods

Remaining courses		
MARKETNG 7XXX Digital Media Concepts and Application	MARKETNG 7xxx Analytics for Marketers ( <i>pre-requisite</i> MARKETNG 7104, COMMERCE 7039)	MARKETNG 7xxx Customer Experience in Services ( <i>pre-requisite</i> MARKETNG 7104)
<a href="#">COMMERCE 7039</a> #Business Research Methods	*Closed Elective	*Closed Elective
<b>MARKETNG 7XXX A</b> Research Project in Marketing (3 units) ( <i>pre-requisite</i> COMMERCE 7039)	<b>MARKETNG 7XXX B</b> Research Project in Marketing (3 units) ( <i>pre-requisite</i> COMMERCE 7039, MARKETNG 7xxx A)	*Closed Elective
*Closed Elective		

+ A Research Pathway is available to students who are interested to get a head start in the Higher Degree by Research (HDR). Option to enrol in **MARKETNG 7XXX C** Research Project in Marketing (3 units) (*pre-requisite* COMMERCE 7039, MARKETNG 7xxx A, MARKETNG B) in lieu of one Closed Elective in the last Trimester of study.

**PLEASE NOTE:**

\*please contact us at [professions@ask.adelaide.edu.au](mailto: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.

<sup>^</sup> 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 48 units are required to complete the Master of Marketing (Conversion) with two available options:
  - Coursework: Core courses 27 units + \*Closed elective 15 units + Research Project (A+B) 6 units
  - OR
  - HDR: Core courses 27 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](#)



# 2022 Study Plan (Trimester 2)

## Master of Marketing (36 units, 1.5 years)

- #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
- 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](mailto:professions@ask.adelaide.edu.au)

<https://uofa.link/profstudents>