



2022 Study Plan (Trimester 3 intake)

Master of Marketing (48 units, 2 years)

Trimester 3 2022

MARKETNG 7104 Marketing Management	ENTREP 5036 Entrepreneurial Concepts and Methods	*Closed Elective
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Remaining courses

MARKETNG 7032 Strategic Brand Management (<i>pre-requisite MARKETNG 7104</i>) (<i>previously as Strategic Marketing</i>)	MARKETNG 7025 Digital Media and Marketing Communications (<i>previously as Integrated Marketing Communications</i>)	MARKETNG 7023 Understanding Consumers [^]
MARKETNG 7XXX Digital Media Concepts and Application	MARKETNG 7xxx Analytics for Marketers (<i>pre-requisite MARKETNG 7104, COMMERCE 7039</i>)	MARKETNG 7xxx Customer Experience in Services (<i>pre-requisite MARKETNG 7104</i>)
COMMERCE 7039 #Business Research Methods	*Closed Elective	*Closed Elective
MARKETNG 7XXX A Research Project in Marketing (3 units) (<i>pre-requisite COMMERCE 7039</i>)	MARKETNG 7XXX B Research Project in Marketing (3 units) (<i>pre-requisite COMMERCE 7039, MARKETNG 7xxx A</i>)	*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 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 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](#)
- **#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.



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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>