



Trimester 1, 2022 Intake Year One of Study		
Trimester 1, 22	Trimester 2, 22	Trimester 3, 22
PROJMGNT 7038 Project Leadership and Communication	MARKETNG 7104 Marketing Management	COMMGMT 7028 Action Research for Business – tri 3 only
COMMLAW 7012 Business and Corporations Law – tri 1 only	COMMGMT 7027 Strategic Management (M) – tri 2 only	CORPFIN 7005 Principles of Finance
ECON 7200 Economic Principles	COMMGMT 7006 People and Organisations	ACCTING 7025 Accounting Essentials for Decision Makers
Year Two of Study		
Trimester 1, 23	Trimester 2, 23	Trimester 3, 23
ENTREP 5038 New Venture Creation	MARKETNG 7023 Understanding Consumers (M) – tri 2 only	MARKETNG 7032 Strategic Marketing (M) (prerequisite – MARKETNG 7104)
MARKETNG 7025 Integrated Marketing Communications (M)	MARKETNG 7024 Developing Global Markets (M) – tri 2 only	ENTREP 7900 eChallenge – tri 3 only (Face-to-Face mode only)
	ENTREP 7022 Creativity and Innovation – tri 2 only	

PLEASE NOTE:

Courses need to be taken on campus. If you are not successful in any courses in a trimester the course(s) must be repeated in the next available trimester.

- *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.*
- *Pre-requisite courses to be waived as necessary due to course substitution. Applicable only to commencing students from 2021.*

Please seek advice from the Program Advisor if you have any questions.

ALL COURSES ARE WORTH 3 UNITS UNLESS SPECIFIED OTHERWISE

Completed	Enrolled	To complete
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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 Business Administration (Marketing).
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#).

Critical dates:

<https://www.adelaide.edu.au/student/dates/critical/>

Faculty of the Professions, Profession Support Hub

Phone: +61 8 8313 4755

Email: professions@ask.adelaide.edu.au

<https://uofa.link/profstudents>

***It is recommended that you enrol for the full year.**

> Trimester – to enrol in 9 units per trimester