



Trimester 2, 2022 Intake		
Year One of Study		
Trimester 2, 22	Trimester 3, 22	Trimester 1, 23
<a href="#">MARKETNG 7104</a> Marketing Management	<a href="#">COMMGMT 7028</a> Action Research for Business – tri 3 only	PROJMGNT 7038 Project Leadership and Communication
<a href="#">COMMGMT 7027</a> Strategic Management (M) – tri 2 only	<a href="#">CORPFIN 7005</a> Principles of Finance	COMMLAW 7012 Business and Corporations Law – tri 1 only
<a href="#">COMMGMT 7006</a> People and Organisations	<a href="#">ACCTING 7025</a> Accounting Essentials for Decision Makers	ECON 7200 Economic Principles
Year Two of Study		
Trimester 2, 23	Trimester 3, 23	Trimester 1, 24
MARKETNG 7023 Understanding Consumers (M) – tri 2 only	MARKETNG 7032 Strategic Marketing (M) (prerequisite – MARKETNG 7104)	ENTREP 5038 New Venture Creation
MARKETNG 7024 Developing Global Markets (M) – tri 2 only	ENTREP 7900 eChallenge – tri 3 only (Face-to-Face mode only)	MARKETNG 7025 Integrated Marketing Communications (M)
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](#).

**\*It is recommended that you enrol for the full year.  
> Trimester – to enrol in 9 units per trimester**

**Critical dates:**

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

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2022 Study Plan  
MBA (Marketing)  
(2 year) Tri 2 intake

<https://uofa.link/profstudents>