

# Master of Management (Marketing)

## Recommended Study Plan - MC-MGTMKTS (12 subject program - 150 points)

Students entering the [Master of Management \(Marketing\)](#) with 50 points of advanced standing must complete 12 subjects comprising 2 foundation subjects to be completed in the first semester of study, 4 discipline core subjects, 4 marketing electives to be selected from the list of marketing elective subjects, 1 general elective and 1 capstone subject to be completed in the final semester of study.

### FIRST SEMESTER OF STUDY

2 Foundation subjects (must be completed in the first semester of study) and 2 Discipline Core subjects

<b>Foundation</b>	<a href="#">MGMT90141</a>	Business Analysis and Decision Making
<b>Foundation</b>	<a href="#">MKTG90037</a>	Managing for Value Creation
<b>Discipline Core</b>	<a href="#">MGMT90140</a>	Management Competencies
<b>Discipline Core</b>	<a href="#">MKTG90004</a>	Marketing Management

### SECOND SEMESTER OF STUDY

2 Discipline Core subjects (must be completed in the second semester of study) and 2 Marketing Elective subjects

<b>Discipline Core</b>	<a href="#">MKTG90008</a>	Consumer Behaviour
<b>Discipline Core</b>	<a href="#">MKTG90011</a>	Marketing Research
<b>Marketing Elective</b>		To be chosen from the Marketing electives listed below
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### THIRD SEMESTER OF STUDY

2 Marketing Elective subjects, 1 General Elective subject and 1 Capstone subject

<b>Marketing Elective</b>		To be chosen from the Marketing electives as listed below
<b>Marketing Elective</b>		To be chosen from the Marketing electives as listed below
<b>General Elective</b>		To be chosen from the Master of Management list of electives
<b>Capstone Subject</b>	<a href="#">MKTG90005</a>	Marketing Strategy (The capstone subject must be completed in the final semester of study)

## Marketing Elective Subjects:

<a href="#">MKTG90001</a>	Retail Management	(Semester 1)
<a href="#">MKTG90002</a>	Product Management	(Semester 1)
<a href="#">MKTG90007</a>	Service Management	(Semester 1)
<a href="#">MKTG90012</a>	International Marketing Management	(Semester 1)
<a href="#">MKTG90006</a>	Brand Management	Semester 1)
<a href="#">MGMT90208</a>	Sustainable Business Practices	(Semester 1)
<a href="#">MKTG90017</a>	Digital Business and Marketing	(Semester 2)
<a href="#">MKTG90009</a>	Advertising	(Semester 2)
<a href="#">MKTG90026</a>	Marketing Metrics	(Semester 1, Semester 2)
<a href="#">MKTG90003</a>	Public Relations Management	(Semester 2)
<a href="#">MKTG90033</a>	Neuromarketing	(Semester 1)



Please see the program structure outlined in the online *Handbook*:  
<https://handbook.unimelb.edu.au/view/2018/!MC-MGMTMKT-SPC%2B1000>

### What do I need to do next?

Once you have reviewed your recommended study plan, you will be required to complete your online enrolment. Students commencing in Semester 1 are required to enrol in subjects for the full year (both Semester 1 and Semester 2); students commencing in Semester 2 are only required to enrol in subjects for Semester 2.

### Start your online enrolment

[students.unimelb.edu.au/get-started](https://students.unimelb.edu.au/get-started)

### Where do I go for help?

If you need assistance with the online enrolment system or require further study planning advice, please contact Stop 1:



Start a Live Chat,  
send us an email,  
or check our FAQs  
[ask.unimelb.edu.au](mailto:ask.unimelb.edu.au)



Call us at  
13 MELB  
(13 6352)



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