

Master of Commerce (Marketing)

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

The Master of Commerce (Marketing) is an 18 month full-time or 36 month part-time program that consists of 3 foundation subjects, 1 advanced level methods subject, 2 constrained-choice core marketing subjects, 4 elective subjects and the (double subject) Research Report.



This program has only one intake per year

FIRST SEMESTER OF STUDY		
Foundation	<u>MGMT90202</u>	Foundations in Qualitative Methods
Foundation	<u>MGMT90203</u>	Foundations in Quantitative Methods
Foundation	<u>MGMT90205</u>	Organisation Research Decisions and Design
Marketing Core	<u>MKTG90024</u>	Advanced Marketing Management
SECOND SEMESTER OF STUDY		
Capstone	<u>MGMT90133</u>	Research Report *
Advanced Methods subject	One of: <u>MGMT90198</u> Or <u>MGMT90199</u>	Advanced Qualitative Research Methods Advanced Quantitative Research Methods
Marketing Core	<u>MKTG90023</u>	Advanced Consumer Behaviour
Elective		Refer to list of electives below
THIRD SEMESTER OF STUDY		
Capstone	<u>MGMT90133</u>	Research Report *
Elective		Refer to the list of electives below
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Elective subjects

A minimum of one subject chosen from the advanced Masters-level subjects:

MGMT90193	Advanced Human Resource Management	(Semester 2)
IBUS90006	Advanced International Business	(Semester 2)
MGMT90195	Advanced Management Theory	(Semester 1)
MGMT90196	Advanced Operations Management	(Semester 2)
MGMT90197	Advanced Organisational Behaviour	(Semester 2)
MGMT90200	Advanced Strategic Management	(Not offered in 2018)
MKTG90023	Advanced Consumer Behaviour	(Semester 2)
MKTG90024	Advanced Marketing Management	(Semester 1)

A maximum of two subjects to be chosen from any of our Masters-level subject offerings, or from outside the department with program director approval. We recommend that students in the research pathway do all advanced level subjects.

*Students can enrol in the research report across two semesters or in a single semester.



Please see the program structure outlined in the online *Handbook*:
<https://handbook.unimelb.edu.au/view/2018/MC-COMMKT>

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).

Start your online enrolment

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](#):

STOP



Start a Live Chat,
send us an email,
or check our FAQs
ask.unimelb.edu.au



Call us at
13 MELB
(13 6352)



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757 Swanston Street

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Building 860,
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