

Master of Management (Marketing)

Recommended Study Plan - MC-MGMTMKT (16 subject program - 200 points)

The 200 Point [Master of Management \(Marketing\)](#) consists of 16 subjects comprising 4 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 subjects, 3 general electives and 1 capstone subject to be completed in the final semester of study.

Students entering the course with 50 points of advanced standing should refer to the study plan for the [150 point version of the program](#).

FIRST SEMESTER OF STUDY

4 Foundation subjects (must be completed in the first semester of study)

Foundation	MGMT90141	Business Analysis and Decision Making
Foundation	MKTG90037	Managing for Value Creation
Foundation	ECON90015	Managerial Economics
<i>(Choose one of)</i>	ACCT90004	Accounting for Decision Making
	FNCE90060	Financial Management or
	FNCE90065	Fundamentals of Finance*
Foundation	MGMT90015	Managing People
<i>(Choose one of)</i>	MGMT90018	Managerial Psychology

SECOND SEMESTER OF STUDY

4 Discipline Core subjects (must be completed immediately after the foundation semester)

Discipline Core	MGMT90140	Management Competencies
Discipline Core	MKTG90004	Marketing Management
Discipline Core	MKTG90008	Consumer Behaviour
Discipline Core	MKTG90011	Marketing Research

THIRD SEMESTER OF STUDY

3 Marketing Elective subjects and 1 General Elective subject

Marketing Elective	To be chosen from the Marketing electives listed below
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Marketing Elective	To be chosen from the Marketing electives listed below
General Elective	To be chosen from the Master of Management list of electives

FOURTH SEMESTER OF STUDY

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

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

* FNCE90065 Fundamentals of Finance is recommended for Masters' level students with no or very limited prior finance knowledge who are looking for a single subject providing an introduction to finance and financial-decision making, but who do not intend taking further finance subjects. FNCE90060 Financial Management is recommended for Masters' level students with no or very limited prior finance knowledge who are looking for a deeper foundation in finance that enables them to take more advanced finance subjects.

Marketing Elective Subjects:

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



Please see the program structure outlined in the online *Handbook*:

<https://handbook.unimelb.edu.au/view/2018/MC-MGMTMKT>

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

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



Call us at 13 MELB (13 6352)



Visit us at **Parkville**
757 Swanston Street

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Building 860,
Elisabeth Murdoch

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