

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		
Foundation	<u>MGMT90141</u>	Business Analysis and Decision Making
Foundation	<u>MKTG90037</u>	Managing for Value Creation
Discipline Core	<u>MGMT90140</u>	Management Competencies
Discipline Core	<u>MKTG90004</u>	Marketing Management
SECOND SEMESTER OF STUDY		
2 Discipline Core subjects (must be completed in the second semester of study) and 2 Marketing Elective subjects		
Discipline Core	<u>MKTG90008</u>	Consumer Behaviour
Discipline Core	<u>MKTG90011</u>	Marketing Research
Marketing Elective	To be chosen from the Marketing electives listed below	
Marketing Elective	To be chosen from the Marketing electives listed below	
THIRD SEMESTER OF STUDY		
2 Marketing Elective subjects, 1 General Elective subject and 1 Capstone subject		
Marketing Elective	To be chosen from the Marketing electives as listed below	
Marketing Elective	To be chosen from the Marketing electives as listed below	
General Elective	To be chosen from the Master of Management list of electives	
Capstone Subject	<u>MKTG90005</u>	Marketing Strategy <i>(The capstone subject must be completed in the final semester of study)</i>

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)

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
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