

Master of Accounting and Marketing

These Program Rules should be read in conjunction with the University's policies (<http://www.adelaide.edu.au/policies>).

1 Duration of program

To qualify for the degree, a candidate shall satisfactorily complete a program of study comprising four semesters of full-time study or equivalent part-time study. The maximum time permitted for completion of the program is eight years.

2 Admission

2.1 An applicant for admission to the academic program for the degree of Master of Accounting and Marketing shall have qualified for a degree of the University of Adelaide, or a degree of another institution accepted by the Faculty for the purpose as equivalent.

2.2 The Faculty may, subject to such conditions as it may see fit to impose in each case, accept as a candidate for the degree a person who does not satisfy the requirements of Rule 1.1 above but who has presented evidence satisfactory to the Faculty of fitness to undertake the degree.

2.3 Status, exemption and credit transfer

2.3.1 No candidate shall be granted status for courses with a total value of more than 12 units on account of courses presented for any other award except with permission of Faculty.

2.3.2 Substitutions may be granted for up to 12 units where, in the opinion of Faculty, the candidate has already presented a course/s for another award that contain(s) substantially the same material as any course in the program. All substitutions granted must be replaced by courses from other parts of the program.

2.3.3 A candidate who has completed either the Master of Commerce (Accounting), Master of Professional Accounting or the Master of Commerce (Marketing) at the University of Adelaide and who applies for transfer to the Master of Accounting and Marketing may be granted full credit for the total units completed.

3 Assessment and examinations

3.1 There shall be four classifications of pass in any course for the Masters degree: Pass with High Distinction, Pass with Distinction, Pass with Credit and Pass.

3.2 a A candidate shall not be eligible to attend for examination unless the prescribed work has been completed to the satisfaction of the teaching staff concerned.

b For the purpose of this Rule, a candidate who is refused permission to sit for examination shall be deemed to have failed the examination.

3.3 A candidate who fails a course and wishes to repeat that course shall, unless exempted partially therefrom by the Head of Faculty or nominee, again complete the required work in the course to the satisfaction of the teaching staff concerned.

3.4 A candidate who has failed a course twice may not reenrol in that course except by special permission of the Faculty and then only under such conditions as may be prescribed.

3.5 Academic progress

The Faculty may prescribe rules for review of academic progress. Any student who meets the requirements for review will be asked to show cause as to why they should be permitted to continue their studies. Students who cannot adequately explain poor academic performance may have their enrolment cancelled or restricted, and/or be precluded from undertaking further studies toward their program.

4 Qualification requirements

4.1 To qualify for the degree of Master of Accounting and Marketing, a candidate shall satisfactorily complete courses to the value of 48 units as follows:

4.1.1 Foundation Courses

12 units from:

ACCTING 7019 Accounting Concepts & Methods (M)	3
COMMERCE 7033 Quantitative Methods (M)	3
CORPFIN 7005 Principles of Finance (M)	3
ECON 7200 Economic Principles (M)	3

4.1.2 Accounting courses

15 units from:	
ACCTING 7014 Management Accounting (M)	3
ACCTING 7020 Intermediate Financial Reporting (M)	3
ACCTING 7023 Advanced Financial Accounting (M)	3
COMMERCE 7021 Commercial Law and Information Systems (M)	3
COMMLAW 7011 Corporate Law (M).....	3
4.1.3 Marketing courses	
15 units from:	
MARKETNG 7005 Marketing Principles (M)	3
MARKETNG 7023 Consumer Buying Behaviour (M)	3
MARKETNG 7025 Integrated Marketing Communications (M)	3
MARKETNG 7026 Marketing Research for Decision Makers (M)	3
MARKETNG 7030 Marketing Ethics (M)	3
4.1.4 <i>Either</i>	
a further 6 units of Accounting courses from 4.2.1	
<i>or</i>	
a further 6 units of Marketing courses from 4.2.2	
<i>or</i>	
a further 6 units of Electives 4.2.3.	
Unless exempted, all international students are required to undertake the specialist course COMMERCE 7041 Business Communications (M). This course may be presented in lieu of an elective.	
4.2 Further courses	
4.2.1 Accounting	
ACCTING 7009 Auditing and Assurance Services (M)	3
ACCTING 7015 Financial Reporting Issues (M).....	3
ACCTING 7018 Public Sector and Not-For-Profit Accountability (M).....	3
COMMERCE 7036 Knowledge Management and Measurement (M).....	3
COMMLAW 7013 Income Taxation (M)	3
COMMLAW 7016 Business Taxation & GST (M).....	3
CORPFIN 7017 Financial Statement Analysis (M).....	3
4.2.2 Marketing	
MARKETNG 7024 Developing Global Markets (M).....	3
MARKETNG 7032 Strategic Marketing (M)	3
MARKETNG 7034 Supply Chain Logistics (M)	3
4.2.3 Electives	
COMMERCE 7041 Business Communications (M)#	3
ECOMMRCE 7004 Internet Commerce (M).....	3
Any other courses from postgraduate programs offered by the Faculty of Professions with approval of Head of Faculty.	
#Unless exempted, all international students are required to undertake this course.	
Note: MBA electives will normally be open to students meeting the two-year professional experience criterion.	
4.2.4 Internship courses	
Subject to approval candidates may be eligible to undertake the following electives:	
PROF 7500 Industry Placement	3
PROF 7502 International Internship.....	3
PROF 7503 Professions Internship Program.....	3
4.3 Graduation	
Subject to Chapter 89 of the Statutes, candidates who have satisfied the requirements for any award of the University shall be admitted to that award.	

5 Special circumstances

When in the opinion of the relevant Faculty special circumstances exist, the Council, on the recommendation of the Faculty in each case, may vary any of the provisions of the Academic Program Rules for any particular award.