

12 courses (36 units)		
<a href="#">ACCTING 7025</a> Accounting Essentials for Decision Makers	<a href="#">MARKETNG 7104</a> Marketing Management	<a href="#">COMMGMT 7006</a> People and Organisations
<a href="#">MARKETNG 7023</a> Understanding Consumers (pre-requisite <i>MARKETING 7104</i> )	<a href="#">MARKETNG 7025</a> Integrated Marketing Communications	<a href="#">MARKETNG 7032</a> Strategic Marketing (pre-requisite <i>MARKETING 7104</i> )
<a href="#">MARKETNG 7024</a> Developing Global Markets	<a href="#">ECON 7200</a> Economic Principles	<a href="#">COMMERCE 7039</a> #Business Research Methods
*Approved Elective	<a href="#">MARKETNG 7120</a> *Research Project for Marketing (6 units) CAPSTONE (pre-requisite <i>COMMERCE 7039</i> )	

Completed

#### Degree Information

- Students must ensure they are correctly enrolled in accordance with the Academic [Program Rules](#)
- A total of 36 units are required to complete the Master of Marketing.
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#)
- #Take COMMERCE 7039 in your final trimester before your project.
- All courses are worth 3 units unless specified otherwise.

#### \*Approved Elective

The general elective course may be taken outside of the primary discipline area of study. The elective list is available from the Professions Hub [website](#).

#### Global Experience

A global exchange may be included in your program. Please contact us through the information below.  
<https://uofa.link/profglobal>

#### Further Information and Enrolment Advice

More information, enrolment checks and program advice can be sought from the Professions Support Hub team.

#### Faculty of the Professions Support Student Hub

Phone: +61 8 8313 4755

Email: [professions@ask.adelaide.edu.au](mailto:professions@ask.adelaide.edu.au)

<https://uofa.link/profstudents>