# Faculty of the Professions
## 2020 Study Plan (Trimester 3)
### Master of Marketing (36 units, 1.5 year)

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

### *Approved Elective*

The student has to select one course (3 units) of approved elective from the list of post graduate courses offered by the Business School and provided the pre-requisites are met:

- INTBUS
- ENTREP
- WINE
- PROJMGNT
- ACCTING (offered in Semesters, check with your Student Advisor)
- CORPFIN (offered in Semesters, check with your Student Advisor)
- ACCTFIN (offered in Semesters, check with your Student Advisor)
- COMMERCE
- COMMGMT

### 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
https://uofa.link/profstudents

## TRIMESTER 3

<table>
<thead>
<tr>
<th>MARKETING 7104</th>
<th>ACCTING 7025</th>
<th>COMMGMT 7006</th>
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<tbody>
<tr>
<td>Marketing Management</td>
<td>Accounting Essentials for Decision Makers</td>
<td>People and Organisations</td>
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<thead>
<tr>
<th>2021</th>
<th>TRI 1 2021</th>
<th>TRI 2 2021</th>
<th>TRI 3 2021</th>
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<tbody>
<tr>
<td>ECON 7200</td>
<td>COMMERCE 7039</td>
<td>*Approved Elective</td>
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<tr>
<td>Economic Principles</td>
<td>Business Research Method</td>
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<td>MARKETING 7025</td>
<td>MARKETING 7024</td>
<td>MARKETING 7120</td>
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<tr>
<td>Integrated Marketing Communications</td>
<td>Developing Global Markets</td>
<td>*Research Project for Marketing (6 units) CAPSTONE (pre-requisite COMMERCE 7039)</td>
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<td>MARKETING 7032</td>
<td>MARKETING 7023</td>
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<td>Strategic Marketing (pre-requisite MARKETING 7104)</td>
<td>Understanding Consumers (pre-requisite MARKETING 7104)</td>
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