



Master of Accounting and Marketing (2 year, 48 units)

Year One			
Your first semester of study		Your second semester of study	
ACCTING 7019 Accounting Concepts & Methods	ECON 7200 Economic Principles	ACCTING 7026 Accounting System & Processes	ACCTING 7020 Intermediate Financial Reporting (pre-requisite ACCTING 7019, CORPFIN 7005)
CORPFIN 7005 Principles of Finance	CORPFIN 7033 Quantitative Methods	COMMLAW 7012 Business & Corporation Law	ACCTING 7014 Management Accounting (pre-requisite ACCTING 7019)
Year Two			
Your first trimester of study		Your second trimester of study	
MARKETNG 7104 Marketing Management		COMMERCE 7039 Business Research Methods	MARKETNG 7023 Understanding Consumers
Your third semester of study		Your third trimester of study	
ACCTING 7023 Advanced Financial Accounting (pre-requisite ACCTING 7020)		MARKETNG 7025 Integrated Marketing Communications	MARKETNG 7032 Strategic Marketing (pre-requisite MARKETING 7104)
		MARKETNG 7120 (6 units) Research Project in Marketing (pre-requisite COMMERCE 7039, MARKETING 7104)	

PLEASE NOTE:

**please contact us at professions@ask.adelaide.edu.au if you are unable to enrol; enrol into courses as per study plan*

*** If you are not successful in any course in a Semester, the course(s) must be repeated in the following Semester. Seek advice from the Program Adviser. All courses are worth 3 units unless specified otherwise.*

Degree Information

- Students must ensure they are correctly enrolled in accordance with the Academic [Program Rules](#).
- A total of 48 units are required to complete the Master of Accounting and Marketing: Core courses 42 units + Research Project 6 units
- It is recommended that you enrol for the full year. Enrol in Semester- based courses in your first year of study and enrol the remaining courses in Trimesters. Students must enrol into courses as per indicated in the study plan as not all courses are offered every teaching period.
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#).
- Cannot enrol concurrently in COMMERCE 7039 and MARKETNG 7120 or MARKETNG 7104 and MARKETNG 7120
- Students with cognate knowledge may be approved by the Program Coordinator to complete additional electives in lieu of core courses to the equivalent unit value. <https://www.adelaide.edu.au/professions/students/professions-support-hub#online-forms>
- Pre-requisite courses to be waived as necessary due to course substitution. Applicable only to commencing students from 2021



THE UNIVERSITY
of ADELAIDE

Faculty of the Professions 2021 Study Plan

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Global Experience

A global experience 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. *To book an appointment, please see*

<https://www.adelaide.edu.au/professions/students/professions-support-hub>

Professions Support Hub

Phone: +61 8 8313 4755

Email: professions@ask.adelaide.edu.au

<https://uofa.link/profstudents>