



Master of Marketing (36 units, 1.5 years)

Year 2021	
TRIMESTER 2	TRIMESTER 3
<a href="#">ACCTING 7025</a> Accounting Essentials for Decision Makers	<a href="#">ECON 7200</a> Economic Principles
<a href="#">MARKETNG 7104</a> Marketing Management	<a href="#">COMMGMT 7006</a> People and Organisations
<a href="#">MARKETNG 7023</a> Understanding Consumers <sup>^</sup>	<a href="#">MARKETNG 7025</a> Integrated Marketing Communications
Year 2022	
TRIMESTER 1	TRIMESTER 2
*Approved Elective	<a href="#">MARKETNG 7120</a> Research Project in Marketing (6 units) CAPSTONE (pre-requisite COMMERCE 7039)
<a href="#">COMMERCE 7039</a> #Business Research Methods	<a href="#">MARKETNG 7024</a> Developing Global Markets <sup>^</sup>
<a href="#">MARKETNG 7032</a> Strategic Marketing (pre-requisite MARKETNG 7104)	

**PLEASE NOTE:**

*\*please contact us at [professions@ask.adelaide.edu.au](mailto: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 courses in a Trimester, the course(s) must be repeated in the following Trimester. Seek advice from the Program Adviser. Not all courses are available every Trimester.*

*<sup>^</sup> offered only once a year in Trimester 2*

**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: Core courses 27 units + Approved elective 3 units + Research Project 6 units
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#)
- **#Take COMMERCE 7039 in your 3rd trimester before your MARKETNG 7120 Research Project; cannot enrol concurrently or at the same time**
- All courses are worth 3 units unless specified otherwise.
- 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 (Trimester 2) Master of Marketing (36 units, 1.5 years)

## \*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](#)
- [PROF 7500](#) Professions Internship (check eligibility, subject to approval)

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

<https://uofa.link/profstudents>