



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

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 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.

[^] 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 3) 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

<https://uofa.link/profstudents>