



Trimester 1, 2021 Intake		
Year One of Study		
Trimester 1	Trimester 2	Trimester 3
<a href="#">PROJMGNT 7038</a> Project Leadership and Communication	<a href="#">MARKETNG 7023</a> Understanding Consumers (M) – tri 2 only (prerequisite – MARKETNG 7104)	<a href="#">ECON 7200</a> Economic Principles
<a href="#">COMMGMT 7006</a> People and Organisations	<a href="#">MARKETNG 7024</a> Developing Global Markets (M) – tri 2 only (prerequisite – MARKETNG 7104)	<a href="#">COMMGMT 7028</a> Action Research for Business – tri 3 only
<a href="#">MARKETNG 7104</a> Marketing Management	<a href="#">COMMGMT 7027</a> Strategic Management – tri 2 only	<a href="#">MARKETNG 7032</a> Strategic Marketing (M) (prerequisite – MARKETNG 7104)
Year Two of Study		
Trimester 1	Trimester 2	Trimester 3
ENTREP 5038 New Venture Creation	ENTREP 7022 Creativity and Innovation – tri 2 only	ENTREP 7900 eChallenge – tri 3 only (Face-to-Face mode only)
COMMLAW 7012 Business and Corporations Law – tri 1 only	CORPFIN 7005 Principles of Finance	ACCTING 7025 Accounting Essentials for Decision Makers
MARKETNG 7025 Integrated Marketing Communications (M)		

**PLEASE NOTE:**

*Courses need to be taken on campus. If you are not successful in any courses in a trimester the course(s) must be repeated in the next available trimester.*

- *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.*
- *Pre-requisite courses to be waived as necessary due to course substitution. Applicable only to commencing students from 2021.*

*Please seek advice from the Program Advisor if you have any questions.*

ALL COURSES ARE WORTH 3 UNITS UNLESS SPECIFIED OTHERWISE

Completed	Enrolled	To complete
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**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 Business Administration (Marketing).
- Students must ensure they check pre-requisite restrictions before enrolling in a course via the [Course Planner](#).

**Critical dates 2021:**

<https://www.adelaide.edu.au/student/dates/critical/2021>

**Faculty of the Professions, Profession Support Hub**

Phone: +61 8 8313 4755

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

<https://uofa.link/profstudents>

**\*It is recommended that you enrol for the full year.**

**> Trimester – to enrol in 9 units per trimester**