



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

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

<https://uofa.link/profstudents>

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

> Trimester – to enrol in 9 units per trimester