Master of Management (Marketing)

Recommended Study Plan - MC-MGTMKT (16 subject program - 200 points)

The 200 Point Master of Management (Marketing) consists of 16 subjects comprising 4 foundation subjects to be completed in the first semester of study, 4 discipline core subjects, 4 marketing electives to be selected from the list of marketing subjects, 3 general electives and 1 capstone subject to be completed in the final semester of study.

Students entering the course with 50 points of advanced standing should refer to the study plan for the 150 point version of the program.

**FIRST SEMESTER OF STUDY**
4 Foundation subjects (must be completed in the first semester of study)

<table>
<thead>
<tr>
<th>Foundation</th>
<th>Subject Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MGMT90141</td>
<td>Business Analysis and Decision Making</td>
</tr>
<tr>
<td>Foundation</td>
<td>MKTG90037</td>
<td>Managing for Value Creation</td>
</tr>
<tr>
<td>Foundation</td>
<td>ECON90015</td>
<td>Managerial Economics</td>
</tr>
<tr>
<td>(Choose one of)</td>
<td>ACCT90004</td>
<td>Accounting for Decision Making</td>
</tr>
<tr>
<td></td>
<td>FNCE90060</td>
<td>Financial Management or</td>
</tr>
<tr>
<td></td>
<td>FNCE90065</td>
<td>Fundamentals of Finance*</td>
</tr>
<tr>
<td>Foundation</td>
<td>MGMT90015</td>
<td>Managing People</td>
</tr>
<tr>
<td>(Choose one of)</td>
<td>MGMT90018</td>
<td>Managerial Psychology</td>
</tr>
</tbody>
</table>

**SECOND SEMESTER OF STUDY**
4 Discipline Core subjects (must be completed immediately after the foundation semester)

<table>
<thead>
<tr>
<th>Discipline Core</th>
<th>Subject Code</th>
<th>Course Name</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>MGMT90140</td>
<td>Management Competencies</td>
</tr>
<tr>
<td>Discipline Core</td>
<td>MKTG90004</td>
<td>Marketing Management</td>
</tr>
<tr>
<td>Discipline Core</td>
<td>MKTG90008</td>
<td>Consumer Behaviour</td>
</tr>
<tr>
<td>Discipline Core</td>
<td>MKTG90011</td>
<td>Marketing Research</td>
</tr>
</tbody>
</table>
THIRD SEMESTER OF STUDY
3 Marketing Elective subjects and 1 General Elective subject

<table>
<thead>
<tr>
<th>Marketing Elective</th>
<th>To be chosen from the Marketing electives listed below</th>
</tr>
</thead>
<tbody>
<tr>
<td>Marketing Elective</td>
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</tr>
<tr>
<td>Marketing Elective</td>
<td>To be chosen from the Marketing electives listed below</td>
</tr>
<tr>
<td>General Elective</td>
<td>To be chosen from the Master of Management list of electives</td>
</tr>
</tbody>
</table>

FOURTH SEMESTER OF STUDY
1 Marketing Elective subject, 2 General Elective subjects and 1 Capstone Subject

<table>
<thead>
<tr>
<th>Marketing Elective</th>
<th>To be chosen from the Marketing electives listed below</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Elective</td>
<td>To be chosen from the Master of Management list of electives</td>
</tr>
<tr>
<td>General Elective</td>
<td>To be chosen from the Master of Management list of electives</td>
</tr>
<tr>
<td>Capstone Subject</td>
<td>MKTG90005 Marketing Strategy (The capstone subject must be completed in the final semester of study)</td>
</tr>
</tbody>
</table>

* FNCE90065 Fundamentals of Finance is recommended for Masters’ level students with no or very limited prior finance knowledge who are looking for a single subject providing an introduction to finance and financial-decision making, but who do not intend taking further finance subjects. FNCE90060 Financial Management is recommended for Masters’ level students with no or very limited prior finance knowledge who are looking for a deeper foundation in finance that enables them to take more advanced finance subjects.

Marketing Elective Subjects:

<table>
<thead>
<tr>
<th>Subject Code</th>
<th>Subject Name</th>
<th>Semester</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKTG90001</td>
<td>Retail Management</td>
<td>(Semester 1)</td>
</tr>
<tr>
<td>MKTG90002</td>
<td>Product Management</td>
<td>(Semester 1)</td>
</tr>
<tr>
<td>MKTG90007</td>
<td>Service Management</td>
<td>(Semester 1)</td>
</tr>
<tr>
<td>MKTG90012</td>
<td>International Marketing Management</td>
<td>(Semester 1)</td>
</tr>
<tr>
<td>MKTG90006</td>
<td>Brand Management</td>
<td>(Summer, Semester 1)</td>
</tr>
<tr>
<td>MGMT90208</td>
<td>Sustainable Business Practices</td>
<td>(Semester 1)</td>
</tr>
<tr>
<td>MKTG90017</td>
<td>Digital Business and Marketing</td>
<td>(Semester 2)</td>
</tr>
<tr>
<td>MKTG90009</td>
<td>Advertising</td>
<td>(Semester 2)</td>
</tr>
<tr>
<td>MKTG90026</td>
<td>Marketing Metrics</td>
<td>(Semester 2)</td>
</tr>
<tr>
<td>MKTG90003</td>
<td>Public Relations Management</td>
<td>(Semester 2)</td>
</tr>
<tr>
<td>MKTG90033</td>
<td>Neuromarketing</td>
<td>(Semester 1)</td>
</tr>
</tbody>
</table>
**Where do I go for help?**

If you need assistance with the online enrolment system or require further study planning advice, please contact Stop 1:

**STOP 1**

- Start a Live Chat, send us an email, or check our FAQs at: ask.unimelb.edu.au
- Call us at 13 MELB (13 6352)
- Visit us at
  - Parkville
    - 757 Swanston Street
  - Southbank
    - Building 860, Elisabeth Murdoch

**students.unimelb.edu.au**

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**What do I need to do next?**

Once you have reviewed your recommended study plan, you will be required to complete your online enrolment. Students commencing in Semester 1 are required to enrol in subjects for the full year (both Semester 1 and Semester 2); students commencing in Semester 2 are only required to enrol in subjects for Semester 2.

**Domestic Student**

If you are a domestic student, please enrol online at: students.unimelb.edu.au/get-started/domestic

**International Student**

If you are an international student, please enrol online at: students.unimelb.edu.au/get-started/international

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**Master of Management General Electives:** Please see the list of approved electives at: [https://handbook.unimelb.edu.au/view/current/MC-MGMT-SPC+1001](https://handbook.unimelb.edu.au/view/current/MC-MGMT-SPC+1001)