## **41680 Master of Commerce Specialisation: Marketing (96 point – 2 year)**

## Commencing: Semester 2

## Conversion units

## Core units

## Marketing specialisation

## Option units

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2025** | SEM 2 | **ACCT5432**  Introductory Financial Accounting | **ECON5541**  Economics for Business: Applications and Policy | **MGMT5507**  Management and Organisations | **BUSN5100 or Elective**  Applied Professional Business Communication |
| **2026** | SEM 1 | **MKTG5561**  Marketing Management | **Elective** | **MGMT5511**  Introduction to Global Business | **Marketing Specialisation option** |
| SEM 2 | **Elective or 2nd Specialisation unit** | **Elective or 2nd Specialisation unit** | **Marketing Specialisation option** | **Marketing Specialisation option** |
| **2027** | SEM 1 | **Elective or 2nd Specialisation unit** | **Elective or 2nd Specialisation unit** | **MGMT5526**  Principles for Responsible Management | **Marketing Specialisation option** |

**THIS IS A GENERIC STUDY PLAN AND SHOULD BE USED AS A GUIDE ONLY**

**For individualised course advice, please contact the Business School Student Advising Office.**

**Notes**

* \*BUSN5100 is required for students who have not completed ATAR English or equivalent
* Information about unit availability should be checked at the beginning of each semester and can be found in the [Handbook](https://handbooks.uwa.edu.au/)
* Plan ahead! Look at prerequisite requirements in the Handbook. For example: ACCT5633 requires prerequisite unit ACCT5432.

**Next Steps…**

* Enrol on [Student Connect](https://uniwa.sharepoint.com/teams/SVC-Studentofficeandserviceenhancement/Shared%20Documents/General/Business/Student%20Services/Student%20Centre/Student%20Matters/Study%20Plans/Templates/student.uwa.edu.au/course/studentconnect) and plan your timetable on the [Class Allocation System (CAS)](https://www.uwa.edu.au/students/My-course/Class-timetable)

## **41680 Master of Commerce Specialisation: Marketing (72 point – 1.5 year)**

## Commencing: Semester 2

## Core units

## Marketing specialisation

## Option units

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2025** | SEM 2 | **BUSN5100 or Elective**  Applied Professional Business Communication | **Marketing Specialisation option** | **Marketing Specialisation option** | **Elective or 2nd Specialisation unit** |
| **2026** | SEM 1 | **MGMT5511**  Introduction to Global Business | **MGMT5526**  Principles for Responsible Management | **Elective or 2nd Specialisation unit** | **Marketing Specialisation option** |
| SEM 2 | **Elective** | **Elective or 2nd Specialisation unit** | **Elective or 2nd Specialisation unit** | **Marketing Specialisation option** |

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**Next Steps…**

# Enrol on [Student Connect](file:///C:\Users\00112810\UWA\Desktop\Sophie%20Study%20Plans\Examples%20from%20other%20schools\student.uwa.edu.au\course\studentconnect) and plan your timetable on the [Class Allocation System (CAS)](https://www.uwa.edu.au/students/My-course/Class-timetable)