## **41690 Master of Marketing (72 point – 1.5 year)**

## Commencing: Semester 2

## Core units

## Option units

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2025** | SEM 2 | **MKTG5406**  Buyer Behaviour and Decision Making | **MGMT5506**  Ethics and Sustainability Management | **Option** | **BUSN5100 or Option**  Applied Professional Business Communications |
| **2026** | SEM 1 | **MKTG5501**  Integrated Marketing Communications | **MKTG5408**  Marketing Analysis and Planning | **MKTG5465**  Applied Marketing Research | **Option** |
| SEM 2 | **MKTG5462**  Global Marketing Strategy | **Option** | **Option** | **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…**

# Enroll 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)