## **41690 Master of Marketing (96 point – 2 year)**

## Commencing: Semester 2

## Conversion units

## Core units

## Option units

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **2025** | SEM 2 | **ACCT5432**  Introductory Financial Accounting | **MGMT5507**  Management & Organisations | **MKTG5406**  Buyer Behaviour and Decision Making | **BUSN5100 or Option**  Applied Professional Business Communications |
| **2026** | SEM 1 | **MGMT5504**  Data Analysis and Decision Making | **MKTG5561**  Marketing Management | **MKTG5501**  Integrated Marketing Communications | **Option** |
| SEM 2 | **MGMT5506**  Ethics and Sustainability Management | **MKTG5462**  Global Marketing Strategy | **Option** | **Option** |
| **2027** | SEM 1 | **MKTG5408**  Marketing Analysis and Planning | **MKTG5465**  Applied Marketing Research | **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](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)