

MASTER OF MARKETING MANAGEMENT

Degree Requirements

For a pass in the Master of Marketing Management, you must complete a total of eight subjects which comprises of four Core Subjects and four Elective Subjects accumulating 120 credit points. The course is designed to be completed within one year of Full Time Study or two years of Part Time Study.

Course Structure - 2010

Students must complete all four Core Subjects and have a choice of the following Elective Subjects each of which has a 15 credit point value.

| First Semester Core Units | | | |
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| MKT5AFM Accounting for Managers Bundoora Semester 1 & 2 | MKT5CBE Consumer Behaviour Bundoora Semester 1 & 2 | MKT5MMA Marketing Management Bundoora Semester 1 & 2 | MKT5MRE Marketing Research Bundoora Semester 1 & 2 |
| Second Semester Elective Units | | | |
| BUA5AMK Advanced and International Marketing Bundoora Term 3 | BUA5BRM Business Research Methods Pre-requisite Must have completed all core subjects with a WAM of 75% or above Bundoora Term 2 & 4 | IBU5COR Corporate Strategy Bundoora Semester 1 & 2 | BUA5CRM Customer Relationship Management Bundoora Term 1 |
| MKT5IMC Integrated Marketing Communications Bundoora Semester 1 & 2 | BUA5SMA Services Marketing and Management Bundoora Term 2 | MKT5SCM Supply Chain Management Bundoora Semester 1 & 2 | |

Students may choose no more than two elective (level 5) subjects outside the MMM program provided that you have completed the pre-requisite/s for that subject and the subject does not have an equivalent within your program (See Graduate School of Management for approval).

Students can also elect to undertake Research Projects, to be eligible to enrol into these research projects, students must be half-way through the MMM and have an average mark of 75%. Please see Course Co-ordinator for approval.