

# 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 - 2012

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.

Core Units			
<b>MKT5AMM</b> Applied Marketing Metrics	<b>MKT5ACD</b> Advanced Consumer Decision Making	<b>MKT5MMA</b> Marketing Management	<b>MKT5AMR</b> Applied Market Research
Elective Units			
<b>BUA5BRM</b> Business Research Methods <b>Pre-requisite</b> Must have completed all core subjects with a WAM of 75% or above	<b>IBU5COR</b> Corporate Strategy	<b>MKT5CRM</b> Customer Relationship Management <b>(Pre-requisite: IBU5MKG or MKT5IMM or MKT5MMA)</b>	<b>MKT5IMC</b> Integrated Marketing Communications
<b>MKT5SMA</b> Services Marketing and Management	<b>MKT5MLM</b> Marketing Logistics and Supply Chain Management <b>(Pre-requisite: IBU5MKG or MKT5IMM or MKT5MMA)</b>		

Students may also choose to enrol in Study Tours, Research Projects and Internships from the list below – pre-requisites apply.

<b>MKT5ELP</b> Experiential Learning Project	<b>MKT5IMP</b> International Marketing Project	<b>MKT5PR1 or 2</b> Research Projects
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*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*

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