

Master of Marketing



Commencing in 2015 to 2016



Studying Online/Newcastle

This Program Plan is an enrolment guide to ensure you are on track to graduate. If at any time you wish to vary from this program plan seek prior advice from your [Program Advisor](#) to ensure you remain on track.



Core

You must complete all courses.

[GSBS6001](#)

[GSBS6002](#)

[GSBS6005](#)

[GSBS6013](#)

[GSBS6014](#)

[GSBS6300](#)

[GSBS6015](#)

[GSBS6301](#)

[GSBS6041](#)

[GSBS6505](#)

Managing Under Uncertainty

Foundations of Business Analysis

Marketing Management and Planning

Customer Decision Making and Behaviour

Digital Marketing

Integrated Marketing Communications

Services and Relationship Marketing Management

Brand Development and Marketing

Global Marketing Strategy and Planning

Marketing Research in Practice

Directed Courses

Choose 20 units from the following directed courses.

[GSBS6003](#)

[GSBS6004](#)

[GSBS6006](#)

[GSBS6007](#)

[GSBS6040](#)

[GSBS6012](#)

[GSBS6190](#)

[GSBS6200](#)

[GSBS6410](#)

[GSBS6009](#)

[GSBS6484](#)

Globalisation

Organisational Behaviour and Design

Employment Relations in Globalised Economies

Managing Human Resources in International Organisations

Human Resource Management

Entrepreneurship and Innovation

Human Resource and Organisational Development

Accounting and Financial Management

Economics of Competitive Advantage

Cross Cultural Management

Corporate Governance and Social Responsibility

To be eligible to graduate make sure you have completed 120 units (10 units = 1 course unless otherwise specified) which meet the following criteria:

- ✓ Core Courses - 100 units.
- ✓ Directed Courses - 20 units.
- ✓ All students should enrol in GSBS6001 in their first term of study. All students should enrol in GSBS6002 in their second term of study.
- ✓ GSBS6505 and GSBS6041 are capstone courses, and should be completed towards the end of the program.
- ✓ The recommended duration of this program is 5 Trimesters.
- ✓ The maximum time to complete this program is 5 years.
- ✓ Please refer to the learning outcomes for each course below and additional instructions on how to apply to have your [professional experience assessed for credit](#).



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#).

The [Program Handbook](#) has valuable information on program structure and requirements, if you are intending on studying part time or varying from this program plan please seek prior advice from your [Program Advisor](#).

Helpful Hints & Tips

ENROLMENT HELP



Need help? >>

Ask UON >>



How do I use the Web Timetable? >>

RULES

It is important to follow this Program Plan.

You cannot repeat a course you've passed to try and get a better grade.

You cannot enrol in any extra courses not required by your program.

INFO FOR NEW STUDENTS



First year undergraduate students usually only enrol in 1000 level courses >>

New Postgraduate students should only enrol in 6000 level courses >>



Find out all you need to know about getting started at uni >>

UNDERSTANDING COURSES & PROGRAMS



Not sure what courses to study? >>



Understanding program and course jargon >>



Understanding UON Jargon >>

PRIOR STUDY



Check you have met the assumed knowledge and requisites for courses before enrolling >>



Have you studied elsewhere or transferred programs? Don't forget to apply for credit >>

CONSIDERING A BREAK?



Need to take a break? This is called a 'leave of absence'. Check if you are eligible >>



Planning on going overseas? Keep electives free, so it's easier for you to receive credit for your overseas studies >>



UON offers a range of support services to assist with your health and wellbeing >>

MORE QUESTIONS?

We are here to answer questions about your program. Talk to us your way!

Ask UON

1300 ASK UON

Visit a Student Hub

Message us on Facebook

or Twitter

UONline via myUON