

Master of Marketing



Commencing in 2019



Studying in Newcastle City



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.

COMMENCING IN TRIMESTER 1

	Trimester 1			Trimester 2			Trimester 3		
2019	GSBS6005 Marketing Management & Planning	DIRECTED		GSBS6014 Digital Marketing	GSBS6300 Integrated Marketing Communications		GSBS6013 Customer Decision Making and Behaviour	GSBS6015 Services and Relationship Marketing	GSBS6301 Brand Development and Marketing
2020	GSBS6041 Global Marketing Strategy and Planning	DIRECTED	ELECTIVE	GSBS6505 Marketing Research in Practice	ELECTIVE				

Program Plan Key: = Core = Directed (List of Directed courses on page 3) = Elective

COMMENCING IN TRIMESTER 2

	Trimester 1			Trimester 2			Trimester 3		
2019				GSBS6005 Marketing Management & Planning	DIRECTED		GSBS6013 Customer Decision Making and Behaviour	GSBS6015 Services and Relationship Marketing	
2020	GSBS6014 Digital Marketing	GSBS6300 Integrated Marketing Communications	DIRECTED	GSBS6301 Brand Development and Marketing	GSBS6505 Marketing Research in Practice	ELECTIVE	GSBS6041 Global Marketing Strategy and Planning	ELECTIVE	

Program Plan Key:  = Core  = Directed (List of Directed courses on page 3)  = Elective

COMMENCING IN TRIMESTER 3

	Trimester 1	Trimester 2	Trimester 3
2019			GSBS6005 Marketing Management & Planning DIRECTED
2020	GSBS6014 Digital Marketing GSBS6300 Integrated Marketing Communications	GSBS6013 Customer Decision Making and Behaviour GSBS6015 Services and Relationship Marketing GSBS6301 Brand Development and Marketing	GSBS6041 Global Marketing Strategy and Planning DIRECTED ELECTIVE
2021	GSBS6505 Marketing Research in Practice ELECTIVE		

Directed Courses

Choose **20 units** from the following directed courses.

GSBS6001	Managing Under Uncertainty
GSBS6003	Globalisation
GSBS6004	Organisational Behaviour and Design
GSBS6008	Global Business Management
GSBS6009	Cross Cultural Management
GSBS6012	Entrepreneurship and Innovation
GSBS6040	Human Resource Management
GSBS6514	Leadership in Contemporary Organisations

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 - 80 Units.
- ✓ Directed Courses - 20 units.
- ✓ Elective Courses – 20 units.
- ✓ All students should complete Capstone course GSBS6505 Marketing Research in Practice towards the end of their program.
- ✓ The recommended duration of this program is 5 trimesters.
- ✓ The maximum time to complete this program is 5 years.
- ✓ The above enrolment pattern complies with the conditions of international student visas. Failing to follow this enrolment advice may result in international students not being able to graduate within the period of their Confirmation of Enrolment.
- ✓ Future availability of courses is subject to change
- ✓ **Students must enrol ONLY in courses listed on this program plan. Students are not permitted to select courses from outside their degree program.**



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