

Master of Business Administration

Marketing specialisation















 Commencing in 2019




 Studying at Newcastle

See the last page for some helpful hints & tips!

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 TRIMESTER 1

	Trimester 1			Trimester 2			Trimester 3		
2019	 GSBS6004 Organisational Behaviour and Design	 GSBS6200 Financial and Management Accounting		 GSBS6005 Marketing Management and Planning	 DIRECTED		 GSBS6514 Leadership in Contemporary Organisations	 GSBS6013 Customer Decision Making & Behaviour	 SPECIALISATION
2020	 GSBS6484 Corporate Governance and Social Responsibility	 SPECIALISATION	 SPECIALISATION	 GSBS6060 Strategic Management	 DIRECTED				

Program Plan Key:  = Core  = Directed (Directed course list on page 4)
 = Marketing Specialisation (Specialisation course list on page 3)

COMMENCING TRIMESTER 2

	Trimester 1			Trimester 2			Trimester 3		
2019				GSBS6004 Organisational Behaviour and Design	GSBS6005 Marketing Management and Planning		GSBS6200 Financial and Management Accounting	GSBS6013 Customer Decision Making & Behaviour	
2020	SPECIALISATION	SPECIALISATION	DIRECTED	GSBS6060 Strategic Management	GSBS6514 Leadership in Contemporary Organisations	SPECIALISATION	GSBS6484 Corporate Governance and Social Responsibility	DIRECTED	

COMMENCING TRIMESTER 3

	Trimester 1			Trimester 2			Trimester 3		
2019							GSBS6004 Organisational Behaviour and Design	GSBS6200 Financial and Management Accounting	
2020	GSBS6005 Marketing Management and Planning	DIRECTED		GSBS6514 Leadership in Contemporary Organisations	GSBS6013 Customer Decision Making & Behaviour	SPECIALISATION	GSBS6484 Corporate Governance and Social Responsibility	SPECIALISATION	SPECIALISATION
2021	GSBS6060 Strategic Management	DIRECTED							

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 - 60 Units.
- ✓ Marketing Specialisation Courses – 40 Units (including 10 unit Compulsory course).
- ✓ Directed Courses - 20 units.
- ✓ All students should complete Capstone courses GSBS6060 Strategic Management and GSBS6484 Corporate Governance and Social Responsibility 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.
- ✓ Course availability is subject to change.
- ✓ Part time students typically enrol in 10-20 units each Trimester.
- ✓ Students must enrol **ONLY** in courses listed in the Program Handbook. Students are not permitted to select courses from outside their degree program.

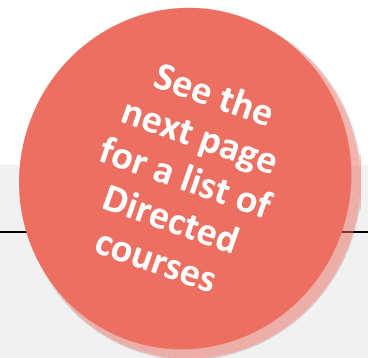


Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#).

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](#).

MARKETING SPECIALISATION

Complete 10 unit Marketing Specialisation Compulsory Course.	GSBS6013 Customer Decision Making and Behaviour*
Choose 30 units of Marketing Specialisation Courses.	GSBS6014 Digital Marketing*
	GSBS6015 Services and Relationship Marketing Management*
These courses have assumed knowledge or requisites	GSBS6300 Integrated Marketing Communications
	GSBS6301 Brand Development and Marketing*
	GSBS6505 Marketing Research in Practice*



DIRECTED COURSES

Choose **20 units** of Directed Courses.

*These courses have assumed knowledge or requisites

GSBS6001	Managing Under Uncertainty	GSBS6481	International Business Strategy*
GSBS6002	Foundations of Business Analysis	GSBS6505	Marketing Research in Practice*
GSBS6003	Globalisation	GSBS6506	Financial Statement Analysis*
GSBS6006	Employment Relations in Globalised Economies	GSBS6507	Professional Practice in Human Resource Management & ER*
GSBS6007	Managing Human Resource in International Organisations*	GSBS6509	Entrepreneurship for Startups
GSBS6008	Global Business Management	GSBS6510	Global Innovation Management
GSBS6009	Cross-Cultural Management	GSBS6511	Creativity and Design Thinking for Enterprise
GSBS6012	Entrepreneurship and Innovation	GSBS6515	Public Policy and Organisations
GSBS6013	Customer Decision Making*	INFO6050	Process Analysis and Problem Solving
GSBS6014	Digital Marketing*	INFO6090	Business Intelligence for the Enterprise*
GSBS6015	Services and Relationship Marketing Management*	INFT6009	Cloud Computing and Mobile Applications for the Enterprise
GSBS6040	Human Resource Management	INFT6060	The Digital Economy
GSBS6041	Global Marketing Strategy and Planning*	INFT6201	Big Data*
GSBS6042	Employment Relations	INFT6304	Project Planning and Management*
GSBS6100	Negotiation and Conflict Resolution*	INFT6500	Accounting Information Systems*
GSBS6130	Corporate Finance	LAWS6090	Health Law*
GSBS6140	Investment Analysis*	LAWS6106	Advanced Communication Skills
GSBS6142	Derivatives and Risk Management*	LAWS6107	Mediation Skills and Theory
GSBS6143	Applied Portfolio Management*	LAWS6108	Corporate Power & Accountability
GSBS6144	Financial Institutions Management*	LAWS6111	Dispute Resolution
GSBS6145	International Financial Management*	LAWS6114	Negotiation in a Legal Context
GSBS6150	Individual Financial Planning*	LEGL6004	Law for Workplace Health & Safety
GSBS6190	Human Resource and Organisational Development*	LEGL6005	Co-operative Law and Governance*
GSBS6192	Strategic Human Resource Management*	LEGL6090	Health Law
GSBS6300	Integrated Marketing Communications*	PSYC6000	Foundations of Applied Psychology I
GSBS6301	Brand Development and Marketing*	PSYC6050	Foundations of Applied Psychology II
GSBS6410	Economics of Competitive Advantage	PSYC6140	Leadership and Organisational Change*
GSBS6411	Intro to Co-operative Organisation & Mngt: the Co-operative Advantage	PSYC6150	Group Dynamics in Organisations*
GSBS6412	Social Enterprises and Co-operative Innovation	PUBH6250	Health Economics
GSBS6420	Macroeconomic Analysis	PUBH6290	Economic Evaluation of Healthcare
GSBS6430	Issues in Developing Economies	PUBH6304	Global Health*
GSBS6440	International Trade and Policy	PUBH6305	Global Health Systems & Policy*
GSBS6450	Banking and Finance	CLAM6002	Australian Health Service Organisation, Infrastructure & Mngt
GSBS6460	Economic Transformation in Asia Pacific Economies	CLAM6006	Foundations of Clinical Leadership and Management
GSBS6470	Behavioural Economics for Decision Making	CLAM6008	Application of Leadership and Management Skill

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

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 or Twitter

 UONline via myUON