

# Master of Business Administration

## Marketing specialisation



 Commencing in 2018




 Studying Newcastle or Sydney

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		
2018	<p><a href="#">GSBS6004</a> Organisational Behaviour and Design</p>	<p><a href="#">GSBS6200</a> Financial and Management Accounting</p>		<p><a href="#">GSBS6005</a> Marketing Management and Planning</p>	<p><a href="#">GSBS6013</a> Customer Decision Making &amp; Behaviour</p>		<p><a href="#">GSBS6514</a> Leadership in Contemporary Organisations</p>	<p><a href="#">SPECIALISATION</a></p>	<p><a href="#">DIRECTED</a></p>
2019	<p><a href="#">GSBS6060</a> Strategic Management</p>	<p><a href="#">SPECIALISATION</a></p>	<p><a href="#">DIRECTED</a></p>	<p><a href="#">GSBS6484</a> Corporate Governance and Social Responsibility</p>	<p><a href="#">SPECIALISATION</a></p>				

**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		
2018				<a href="#">GSBS6005</a> Marketing Management and Planning	<a href="#">GSBS6200</a> Financial and Management Accounting		<a href="#">GSBS6004</a> Organisational Behaviour and Design	<a href="#">SPECIALISATION</a>	
2019	<a href="#">GSBS6514</a> Leadership in Contemporary Organisations	<a href="#">GSBS6013</a> Customer Decision Making & Behaviour	<a href="#">DIRECTED</a>	<a href="#">GSBS6484</a> Corporate Governance and Social Responsibility	<a href="#">SPECIALISATION</a>	<a href="#">DIRECTED</a>	<a href="#">GSBS6060</a> Strategic Management	<a href="#">SPECIALISATION</a>	

## COMMENCING TRIMESTER 3

	Trimester 1			Trimester 2			Trimester 3		
2018							<a href="#">GSBS6004</a> Organisational Behaviour and Design	<a href="#">GSBS6005</a> Marketing Management and Planning	
2019	<a href="#">GSBS6200</a> Financial and Management Accounting	<a href="#">GSBS6013</a> Customer Decision Making & Behaviour		<a href="#">SPECIALISATION</a>	<a href="#">SPECIALISATION</a>	<a href="#">DIRECTED</a>	<a href="#">GSBS6060</a> Strategic Management	<a href="#">GSBS6514</a> Leadership in Contemporary Organisations	<a href="#">DIRECTED</a>
2020	<a href="#">GSBS6484</a> Corporate Governance and Social Responsibility	<a href="#">SPECIALISATION</a>							

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.
- ✓ Future course availability is subject to change.
- ✓ Part time students typically enrol in 10-20 units each Trimester.
- ✓ 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](#).

## MARKETING SPECIALISATION

Complete <b>10 unit</b> Marketing Specialisation Compulsory Course.	<a href="#">GSBS6013</a> Customer Decision Making and Behaviour*
Choose <b>30 units</b> of Marketing Specialisation Courses.	<a href="#">GSBS6014</a> Digital Marketing*
	<a href="#">GSBS6015</a> Services and Relationship Marketing Management*
	<a href="#">GSBS6300</a> Integrated Marketing Communications*
	<a href="#">GSBS6301</a> Brand Development and Marketing*
	<a href="#">GSBS6505</a> Marketing Research in Practice*

## DIRECTED COURSES

Choose <b>20 units</b> of	<a href="#">GSBS6001</a> Managing Under Uncertainty	<a href="#">GSBS6481</a> International Business Strategy*
Directed Courses.	<a href="#">GSBS6002</a> Foundations of Business Analysis	<a href="#">GSBS6505</a> Marketing Research in Practice*
	<a href="#">GSBS6003</a> Globalisation	<a href="#">GSBS6506</a> Financial Statement Analysis*
*These courses have	<a href="#">GSBS6006</a> Employment Relations in Globalised Economies	<a href="#">GSBS6507</a> Professional Practice in Human Resource Management & ER*
assumed knowledge	<a href="#">GSBS6007</a> Managing Human Resource in International Organisations*	<a href="#">GSBS6508</a> Enterprise Development and Growth
or requisites	<a href="#">GSBS6008</a> Global Business Management	<a href="#">GSBS6509</a> Entrepreneurship for Startups
	<a href="#">GSBS6009</a> Cross-Cultural Management	<a href="#">GSBS6510</a> Global Innovation Management
	<a href="#">GSBS6012</a> Entrepreneurship and Innovation	<a href="#">GSBS6511</a> Creativity and Design Thinking for Enterprise
	<a href="#">GSBS6014</a> Digital Marketing*	<a href="#">GSBS6515</a> Public Policy and Organisations
	<a href="#">GSBS6015</a> Services and Relationship Marketing Management*	<a href="#">INFO6050</a> Process Analysis and Problem Solving
	<a href="#">GSBS6040</a> Human Resource Management	<a href="#">INFO6090</a> Business Intelligence for the Enterprise*
	<a href="#">GSBS6041</a> Global Marketing Strategy and Planning*	<a href="#">INFT6009</a> Cloud Computing and Mobile Applications for the Enterprise
	<a href="#">GSBS6042</a> Employment Relations	<a href="#">INFT6060</a> The Digital Economy
	<a href="#">GSBS6100</a> Negotiation and Conflict Resolution*	<a href="#">INFT6201</a> Big Data*
	<a href="#">GSBS6130</a> Corporate Finance	<a href="#">INFT6304</a> Project Planning and Management*
	<a href="#">GSBS6140</a> Investment Analysis*	<a href="#">INFT6500</a> Accounting Information Systems*
	<a href="#">GSBS6142</a> Derivatives and Risk Management*	<a href="#">LAWS6090</a> Health Law*
	<a href="#">GSBS6143</a> Applied Portfolio Management*	<a href="#">LAWS6106</a> Advanced Communication Skills
	<a href="#">GSBS6144</a> Financial Institutions Management*	<a href="#">LAWS6107</a> Mediation Skills and Theory
	<a href="#">GSBS6145</a> International Financial Management*	<a href="#">LAWS6108</a> Corporate Power & Accountability
	<a href="#">GSBS6150</a> Individual Financial Planning*	<a href="#">LAWS6111</a> Dispute Resolution
	<a href="#">GSBS6190</a> Human Resource and Organisational Development*	<a href="#">LAWS6114</a> Negotiation in a Legal Context
	<a href="#">GSBS6192</a> Strategic Human Resource Management*	<a href="#">LEGL6004</a> Law for Workplace Health & Safety
	<a href="#">GSBS6300</a> Integrated Marketing Communications*	<a href="#">LEGL6005</a> Co-operative Law and Governance*
	<a href="#">GSBS6301</a> Brand Development and Marketing*	<a href="#">LEGL6090</a> Health Law
	<a href="#">GSBS6410</a> Economics of Competitive Advantage	<a href="#">PSYC6000</a> Foundations of Applied Psychology I
	<a href="#">GSBS6411</a> Intro to Co-operative Organisation & Mngt: the Co-operative Advantage	<a href="#">PSYC6050</a> Foundations of Applied Psychology II
	<a href="#">GSBS6412</a> Social Enterprises and Co-operative Innovation	<a href="#">PSYC6140</a> Leadership and Organisational Change*
	<a href="#">GSBS6420</a> Macroeconomic Analysis	<a href="#">PSYC6150</a> Group Dynamics in Organisations*
	<a href="#">GSBS6430</a> Issues in Developing Economies	<a href="#">PUBH6250</a> Health Economics
	<a href="#">GSBS6440</a> International Trade and Policy	<a href="#">PUBH6290</a> Economic Evaluation of Healthcare
	<a href="#">GSBS6450</a> Banking and Finance	<a href="#">PUBH6304</a> Global Health*
	<a href="#">GSBS6460</a> Economic Transformation in Asia Pacific Economies	<a href="#">PUBH6305</a> Global Health Systems & Policy*
	<a href="#">GSBS6470</a> Behavioural Economics for Decision Making	<a href="#">CLAM6002</a> Australian Health Service Organisation, Infrastructure & Mngt
		<a href="#">CLAM6006</a> Foundations of Clinical Leadership and Management
		<a href="#">CLAM6008</a> 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
- Visit a Student Hub
- Message us on Facebook
- or Twitter
- UONline via myUON