



PROGRAM PLAN

MASTER OF MARKETING

START DATE:
Trimester 1, Trimester 2,
Trimester 3, 2020

LOCATION:
Newcastle City Precinct, Online

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 advice from your Program Advisor to ensure you remain on track.

 **PROGRAM HANDBOOK**
 **COURSE HANDBOOK**

NAME: XXXX

STUDENT NO.: XXXX

COMMENCING IN TRIMESTER 1

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

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

COMMENCING IN TRIMESTER 2

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

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

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COMMENCING IN TRIMESTER 3

FULL TIME STUDY | ON CAMPUS INTERNATIONAL STUDENTS MUST UNDERTAKE THE FULL-TIME ENROLMENT PLAN

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

PROGRAM PLAN

MASTER OF MARKETING

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, visit the [Program Handbook](#) for more information
- Elective courses – 20 units, visit the [Program Handbook](#) for more information
- The Capstone course GSBS6505 Marketing Research in Practice should be taken towards the end of the program if possible.
- The recommended duration of this program is 4 trimesters.
- The maximum time to complete this program is 5 years.
- The above Newcastle City 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.
- **Students must enrol ONLY in courses listed in the program handbook. Students are not permitted to select courses from outside their degree program.**

MASTER OF MARKETING

CORE (COMPULSORY) COURSES

Complete the following 80 units:

GSBS6005 Marketing Management & Planning
GSBS6013 Customer Decision Making and Behaviour
GSBS6014 Digital Marketing
GSBS6015 Services and Relationship Marketing Management
GSBS6041 Global Marketing Strategy and Planning
GSBS6300 Integrated Marketing Communications
GSBS6301 Brand Development and Marketing
GSBS6505 Marketing Research in Practice

DIRECTED COURSES

Complete 20 units from:

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

ELECTIVE COURSES

Complete 20 units of 6000 level units from the list in the [Program Handbook](#) or any GSBS 6000 level course listed in the [Course Handbook](#)



Some courses have assumed knowledge and/or requisites, please refer to the individual [Course Handbook](#). Please refer to the [Program Handbook](#) for specific information on program structure. If you are intending varying from this program plan please seek advice from your [Program Advisor](#).