

PROGRAM PLAN

MASTER OF MARKETING

START DATE:
Trimester 1, Trimester 2,
Trimester 3, 2021

LOCATION:

Newcastle City Precinct

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 Academic Program Advisor to ensure you remain on track.

 [PROGRAM HANDBOOK](#)
 [COURSE HANDBOOK](#)

NAME:
STUDENT NO.:

COMMENCING IN TRIMESTER 1

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

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

COMMENCING IN TRIMESTER 2

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

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

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COMMENCING IN TRIMESTER 3

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

2021										TRIMESTER 3	GSBS6005 Marketing Management & Planning	GSBS6014 Digital Marketing	DIRECTED
											CORE	CORE	
2022	TRIMESTER 1	GSBS6041 Global Strategy and Planning	GSBS6505 Marketing Research in Practice	DIRECTED	YEAR 2	TRIMESTER 2	GSBS6013 Customer Decision Making and Behaviour	GSBS6015 Services and Relationship Marketing	DIRECTED	TRIMESTER 3	GSBS6300 Integrated Marketing Communications	GSBS6301 Brand Development and Marketing	DIRECTED
		CORE	CORE				CORE	CORE			CORE	CORE	

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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 – 40 units, visit the [Program Handbook](#) for more information
- Students should complete Capstone course GSBS6505 Marketing Research in Practice towards the end of their program where 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.
- 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](#). 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 [Academic Program Advisor](#).

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 40 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