## Recommended Study Plan
### Semester 1, 2019 Commencement

**Master of Marketing (41690)**

<table>
<thead>
<tr>
<th>Sem</th>
<th>Without conversion credits (96 point course)</th>
<th>With conversion credits (72 point course)</th>
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</thead>
<tbody>
<tr>
<td>S1</td>
<td>ECON5541 Economics for Business: Applications and Policy</td>
<td>MGMT5610 Applied Professional Business Communications&lt;sup&gt;I&lt;/sup&gt;</td>
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<tr>
<td></td>
<td>MGMT5504 Data Analysis and Decision Making</td>
<td>MKTG5463 Marketing of Services&lt;sup&gt;I&lt;/sup&gt;</td>
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<td></td>
<td>MGMT5610 Applied Professional Business Communications&lt;sup&gt;II&lt;/sup&gt;</td>
<td>MKTG5406 Buyer Behaviour and Decision Making</td>
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<td>MKTG5406 Buyer Behaviour and Decision Making</td>
<td>MKTG5501 Integrated Marketing Communications</td>
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<tr>
<td>S2</td>
<td>ACCT5432 Introductory Financial Accounting</td>
<td>MKTG5561 Marketing Management&lt;sup&gt;I&lt;/sup&gt;</td>
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<td></td>
<td>MGMT5507 Management and Organisations</td>
<td>MKTG5408 Marketing Analysis and Planning</td>
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<td>MKTG5462 Global Marketing Strategy</td>
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<td>MKTG5502 Digital Marketing&lt;sup&gt;I&lt;/sup&gt;</td>
<td>MKTG5502 Digital Marketing&lt;sup&gt;I&lt;/sup&gt;</td>
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<tr>
<td>2020</td>
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<tr>
<td>S1</td>
<td>MGMT5506 Ethics and Sustainability Management</td>
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<td>MKTG5501 Integrated Marketing Communications</td>
<td>MGMT5465 Applied Marketing Research</td>
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<td>MKTG5504 Big Data in Marketing&lt;sup&gt;I&lt;/sup&gt;</td>
<td>MKTG5504 Big Data in Marketing&lt;sup&gt;I&lt;/sup&gt;</td>
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<td>MKTG5505 Marketing and Society&lt;sup&gt;I&lt;/sup&gt;</td>
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<td>S2</td>
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<td>MKTG5408 Marketing Analysis and Planning</td>
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<td>MKTG5561 Marketing Management&lt;sup&gt;I&lt;/sup&gt;</td>
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<td>EBUS5504 Electronic Business&lt;sup&gt;I&lt;/sup&gt;</td>
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### Notes
- <sup>I</sup> Other option units may be available to replace these units.
- <sup>II</sup> Students are only required to complete MGMT5610 Applied Professional Business Communications if they have not completed WACE/TEE English or equivalent. Students who have completed WACE/TEE English or equivalent must complete an elective instead of MGMT5610 Applied Professional Business Communications.

Whilst this plan was correct at the time of print, it is however subject to change.