

# M788 Master of Marketing

FOR STUDENTS WHO COMMENCED IN T2 2018 Burwood Campus | Cloud Campus



Student ID:		Student name:			
Deakin email:			Preferred contact number:		
Date:	Year commenced:	Trimester Commenced:	eCOE:	Campus:	

## Course Map

Last updated 10/05/2018

Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3*				

Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3*				

Year: <input type="text"/>	Trimester 1				
	Trimester 2				
	Trimester 3*				

\* Trimester 3 is optional.

This course map is for illustrative purposes only. Students must meet the course rules and unit requirements as set out in the Handbook ([deakin.edu.au/handbook/M788](http://deakin.edu.au/handbook/M788)). Deakin University reserves the right to alter, amend or delete details of course offerings and other information published herein. Students are advised to check the relevant Handbook online (at the above link) for the most up-to-date information relating to their course structure and available units.

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Specified Credits:
Unspecified Credits:
Preclusions:

**Student signature:**

**Student Adviser:**

**See page 2 for Course Progress Check instructions**

#### KEY

- B** Melbourne Burwood Campus
- S** Geelong Waterfront Campus
- G** Geelong Waurrn Ponds Campus
- W** Warrnambool Campus
- X** Cloud Campus

eCOE electronic confirmation of enrolment



## Course Progress Check

1 Please indicate what year you want to complete your degree by:

At the end of which Trimester:  1  2  3

2 Please indicate whether you would like to study in Trimester 3:  No  Yes

If yes, please indicate number of units:  Please indicate the year you intend to commence Trimester 3:

3 Submit this form to the Faculty Student Centre or send it via email to [buslaw@deakin.edu.au](mailto:buslaw@deakin.edu.au).

**A Student Adviser will check your units and will confirm your course plan or provide advice as needed.**

For course rules please visit: [deakin.edu.au/handbook/M788](http://deakin.edu.au/handbook/M788)

## M788 COURSE RULES

<b>A total of 16 credit points, including:</b>
10 credit points of core Marketing units
2 credit points of Business and Law elective units
4 credit points comprising a specialisation

## Notes

## CORE UNITS

MMK737 Online Marketing
MMK738 Integrated Marketing Communication
MMK751 Services Marketing
MMK739 Strategic Brand Management
MPK701 Research Design and Analysis
MPK713 Consumer Behaviour
MPK733 Applied Strategic Marketing
MPM705 Retailing
MPT732/MPK732 Marketing Management #
MPT736/MPK736 International Marketing #

# MPT code denotes study tour version of the unit

## ELECTIVE UNITS

The remaining credit points of electives must be selected as follows:

- One 4 credit point Marketing specialisation and
- 2 credit points of any postgraduate business unit offered in the Faculty of Business and Law

**See page 3 for Information on Specialisations**

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## SPECIALISATION SEQUENCES

<b>Customer and Digital Marketing Analytics</b>	
(SP-M78801)	
MIS771	Descriptive Analytics and Visualisation
MIS772	Predictive Analytics
MIS782	Value of Information
MIS784	Customer Analytics

<b>Research Project</b> (SP-M78803)	
<p><b>Please note: Students must achieve an average of 70% in their first four units of study in the course to undertake the Research Project specialisation. Acceptance is also contingent on availability of supervisors.</b></p>	
MPP704	Research Project 4 (4 credit points)

<b>Public Relations and Image Marketing</b>	
(SP-M78802)	
ALR704	Reputation Management: Crisis, Risk and Responsibility
ALR718	Public Relations, Activism and Social Change
ALR731	Public Relations Theory and Practice
<b>Plus one credit point from:</b>	
ALR700	Public Relations Campaigns
ALR782	Public Affairs and Opinion Formation

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