

M788 MASTER OF MARKETING

FOR STUDENTS WHO COMMENCED IN TRIMESTER 3 2018



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

2018 COURSE MAP

Last updated 17/09/2018

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

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

YEAR 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). 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.

Student signature:

Student Adviser:

See page 2 for Course Progress Check instructions

KEY

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

eCOE electronic confirmation of enrolment



Course Progress Check

- 1 Have you checked the course rules in the Handbook of the year you commenced your studies?
- 2 Have you checked your course progression in StudentConnect?
- 3 Submit this form to the Student Experience Team or send it via email to 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

M788 course rules

I understand that to qualify for the award of Master of Marketing, I must complete 16 credit points. Also:

I must complete 10 credit points of core Marketing units

I must complete 2 credit points of Business and Law elective units

I must complete 4 units, which form a specialisation as prescribed

I understand that this course map is for illustrative purposes only and that it is my responsibility to check the Handbook on the Deakin website for the most up-to-date information available: deakin.edu.au/handbook

Notes:

See page 3 for Information on Specialisations

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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

SPECIALISATION SEQUENCES

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

Research Project (SP-M78803)

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.

MPP704 Research Project 4 (4 credit points)

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

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