

M789 MASTER OF BUSINESS (MARKETING)

FACULTY OF BUSINESS AND LAW



FOR STUDENTS COMMENCING TRIMESTER 1 2027

Last updated 02/07/2026

When you first enrol via StudentConnect and go through the enrolment steps, you may be able to simply confirm any units that are pre-populated for you. You can also add any that you need to do, as part of your first year’s enrolment – by using the information on this map and in the Handbook.

You must also complete the following compulsory zero (0) credit point units: DAI001 Academic Integrity and Respect At Deakin (0 credit points)

YEAR 1 Year: 2027	Trimester 1				
	Trimester 2				
	Trimester 3				
YEAR 2 Year: 2028	Trimester 1				
	Trimester 2				
	Trimester 3				

M789 COURSE RULES

- Must pass 16 credit points for course
- Must pass ALL units in {DAI001}
- Must pass 11 units in {MAA702, MIS770, MIS776, MIS784, MMK701, MMK710, MMK713, MMK732, MMK733, MMK737, MMT732, MPP710}
- Must pass 1 units in {MMK739, MMK751}
- Must pass 4 credit points at level {7}

The remaining 4 credit points of open elective units may be selected from:

- postgraduate units offered by the University (subject to eligibility)
- a [postgraduate business specialisation](#)^ or any business units not previously studied

^Recommended specialisations:

Artificial intelligence for business (SP-MDBS018)

Business analytics (SP-MDBS004)

Information systems (SP-MDBS012)

FOR USE ONLY WHEN UNDERTAKING A CONSULTATION WITH A STUDENT ADVISER:

Student ID: _____		Name: _____		
Deakin email: _____			Preferred contact no: _____	
Year commenced:	Period commenced:	eCOE (if applicable):	Campus: _____	Mode: _____
Student adviser: _____				Date: _____

GENERAL INFORMATION

This course map is a guide only. You must also ensure you meet the course rules and structure as set out in the official [University Handbook](#) of the year you commenced your course. This course map has been created to be used electronically.

Not all units are available in all study periods or mode of delivery.

- Full time study is typically three to four units (or credit points) each study period.
- Part time study is typically one to two units (or credit points) each study period – part time study will extend the duration of your studies.
- Trimester 3 is typically an optional study period - unless it’s your first study period and/or a compulsory study period for your course.

Unit options can be found in the '[Advanced Unit Search](#)' in the most current year’s University Handbook.

If you have applied for or received credit for units as recognition of prior learning (RPL), it may alter the units you need to study.

Please seek advice from a Student Adviser in StudentCentral if you have any queries or need help understanding your course structure and unit options.

M789 MASTER OF BUSINESS (MARKETING) ELECTIVE UNIT SETS

COURSE ELECTIVES (EL-M7891095056)
MMK739 Strategic Brand Management
MMK751 Services Marketing

Completion Rule

- Must pass 1 unit(s) in {MMK739, MMK751}