4431 – Master of Advanced Marketing
Course Map (Commencing semester 1 2013)

Course Requirements

☐ Students must complete a total of 12 units (72 credit points) to complete the Master of Advanced Marketing.

Compulsory Units

Students MUST complete all 6 compulsory common core units:

- MKF5231 Strategic brand management – Semester 1 (Block) & 2 (online) (Prerequisite: must have passed one of MKX9160, MBA9006 or MKX5461)
- MKF5403 Advanced business research methods – Semester 1
- MKF5463 Advanced buyer behaviour – Semester 2
- MKX5251 Case studies in marketing strategy – Semester 1 & 2 (Prerequisite: must be completed in final semester) (Prohibition: MKF5270)
- MKX5461 Contemporary issues in marketing – Semester 1
- MKX5641 Advanced marketing communication – Semester 2

Open Elective Units

Students MUST complete a further 6 units (36 credit points) which may be chosen from those units offered by the Faculty of Business and Economics

- 2 of these units (12 credit points) must be studied from the Department of Marketing
- up to 2 units (12 credit points) from any other faculty within the university.

1. MK
2. MK
3.
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### Recommended Course Progression (Commencing semester 1 2013)

#### Year 1

<table>
<thead>
<tr>
<th>Semester</th>
<th>Compulsory</th>
<th>Compulsory</th>
<th>Elective</th>
<th>Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 1</td>
<td>MKX5461 Contemporary issues in marketing 6 Pts</td>
<td>MKF5403 Advanced business research methods 6 Pts</td>
<td>Student choice 6 Pts</td>
<td>Student choice 6 Pts</td>
</tr>
<tr>
<td>Semester 2</td>
<td>MKF5463 Advanced buyer behaviour 6 Pts</td>
<td>MKX5641 Advanced marketing communication 6 Pts</td>
<td>Student choice 6 Pts</td>
<td>Student choice 6 Pts</td>
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</tbody>
</table>

#### Year 2

<table>
<thead>
<tr>
<th>Semester</th>
<th>Compulsory</th>
<th>Compulsory</th>
<th>Elective</th>
<th>Elective</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 3</td>
<td>MKX5251 Case studies in marketing strategy 6 Pts</td>
<td>MKF5231 Strategic brand management 6 Pts</td>
<td>Student choice 6 Pts</td>
<td>Student choice 6 Pts</td>
</tr>
</tbody>
</table>

**Responsibility for Unit Choice**

Students are advised that, while the course advisors will endeavour to give every possible assistance and advice concerning unit choice, the onus is on students to ensure that units selected meet degree regulations and requirements.


*I agree to adhere to the above course progression. Failure to do so may result in lengthening the time of the course and/or ineligibility to graduate.*

_____________________________________________  _________________________  
Signature  Date