M788 MASTER OF MARKETING

FACULTY OF BUSINESS AND LAW

FOR STUDENTS COMMENCING TRIMESTER 1 2020

Burwood Campus | Cloud Campus

DEAKIN UNIVERSITY

Name:	**Student ID:**	

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.

YEAR 1 Year:	Trimester 1			
	Trimester 2			
	Trimester 3			

YEAR 2 Year:	Trimester 1			
	Trimester 2			
	Trimester 3			

M788 course rules -

In order to qualify for the award of Master of Marketing (M788), students must complete 16 credit points, which must include the following:

10 credit points of core units;

2 elective units selected from any Business and Law postgraduate units;

4 credit points comprising a specialisation; and

Completion of MAI010 Academic Integrity (0-credit-point compulsory unit).

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

Student ID:		**Name:**		
Deakin email:		**Preferred contact no:**		
Year commenced:	**eCOE (If applicable):**	**Campus:**	**Mode:**	**Date modified:**
Student Adviser:				

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CORE UNITS

MMK737 Online Marketing
MMK738 Integrated Marketing Communication
MMK751 Services Marketing
MMK739 Strategic Brand Management
MPK701 Reserach 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

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

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)

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GENERAL INFORMATION

This course map is a guide only. You must, in addition to using this map, ensure you meet the course rules and structure as set out in the official University Handbook - of the year you commenced your course (deakin.edu.au/handbook). 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 – this is a typical enrolment pattern. Part time study is typically one to two units (or credit points) each study period – this enrolment pattern of 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 (see your course structure in the Handbook).

Each year's unit offerings options can be found via 'Advanced Unit Search' in the most current year's Handbook.

If you have applied for or received credit for units as recognition of your prior learning **(RPL)**, it may alter your course pattern and the units you need to undertake.

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

SPECIFIC COURSE INFORMATION

Compulsory zero (0) credit point units/programs/modules: MAI010 Academic Integrity (0-credit-point compulsory unit) to be completed in first Trimester of study.

Notes: