



Student ID:		Student name:							
Deakin email:			Course code:			Contact number:			
Date:	Year commenced:	Trimester commenced	eCOE:	Campus:					

Last updated 11/05/2017

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.

Student signature:

Course adviser:

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

### Unspecified and specified credits

Level 1:
Level 2:
Level 3:

#### 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 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 Mark the check boxes of any units you intend to study (enrolled/planned), have passed or received credit for.  
Each unit should only be ticked once.
- 4 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>
12 credit points of core units including:
10 credit points of marketing units
2 credit points business units
1 specialisation of 4 credit points
2 credit points of business electives

## 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

Plus 2 credit points of units from any postgraduate unit offered in the Faculty of Business and Law.

## ELECTIVE UNITS

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

- One 4 credit point Marketing specialisation and
- 2 credit points of business elective units selected from the Faculty of Business and Law

See page 3 for Information on Specialisations

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## 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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