

# M789 MASTER OF BUSINESS (MARKETING)

## FACULTY OF BUSINESS AND LAW



FOR STUDENTS COMMENCING TRIMESTER 1 2025

Last updated 04/09/2024

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)

|                                    |             |  |  |  |  |
|------------------------------------|-------------|--|--|--|--|
| <b>YEAR<br/>1</b><br>Year:<br>2025 | Trimester 1 |  |  |  |  |
|                                    | Trimester 2 |  |  |  |  |
|                                    | Trimester 3 |  |  |  |  |

|                                    |             |  |  |  |  |
|------------------------------------|-------------|--|--|--|--|
| <b>YEAR<br/>2</b><br>Year:<br>2026 | 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 {MIS770, MIS776, MIS784, MMK701, MMK710, MMK713, MMK732, MMK733, MMK737, MMT732, MPA702, MPP710}
- Must pass 1 units in {MMK739, MMK751}
- Must pass 4 credit points at level {7}

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

- postgraduate units offered by the University (subject to eligibility)
- a [faculty-wide specialisation](#)

### 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: _____ |  |

## Notes

### 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}