

# COURSE DELIVERY PLAN 2023

## Master of Marketing

COURSE CODE: BMKT

<b>CAMPUS</b>	City Campus (CC)
<b>COLLEGE</b>	Victoria University Business School
<b>STUDY MODE</b>	Full Time or Part Time
<b>DURATION</b>	2 years Full Time or Part Time equivalent
<b>FEE TYPE</b>	For information on course fees, refer to <a href="http://vu.edu.au/fees">http://vu.edu.au/fees</a>
<b>APPLICATION METHOD</b>	Direct Application - <a href="https://gotovu.custhelp.com/app/landing">https://gotovu.custhelp.com/app/landing</a>
<b>TIMETABLE</b>	<a href="http://vu.edu.au/timetables">vu.edu.au/timetables</a>
<b>COURSE REQUIREMENTS</b>	To attain the Master of Marketing, students will be required to complete 192 credit points consisting of: <ul style="list-style-type: none"><li>• 48 credit points business core units</li><li>• 108 credit points professional core units</li><li>• 12 credit points BMO5501 Business Ethics and Sustainability; and,</li><li>• 12 credit points BMO7006 Applied Business Project (Capstone); and,</li><li>• 12 credit points elective units. Please check any pre-requisite requirements prior to enrolling.</li></ul>
<b>FURTHER INFORMATION</b>	Unit and course information is available from the University course search site at <a href="http://vu.edu.au/course-search">http://vu.edu.au/course-search</a> or go to <a href="https://askvu.vu.edu.au">https://askvu.vu.edu.au</a> or Phone VUHQ on 03 9919 6100
<b>COURSE CHAIR</b>	Joanna Krezel
<b>COURSE ADVICE</b>	<a href="https://askvu.vu.edu.au/app/askcua">AskCUA https://askvu.vu.edu.au/app/askcua</a>

**Note:** Students are required to enrol in all units for semester 1 and 2, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

**Core/Elective:** Core (a unit that must be completed) & Elective (you have some choice in what you select).

**Prerequisites:** A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

**Date of Publication:** This information is current at the publication date: 31/10/2022. It is provided as information only and does not form part of a contract between any person and Victoria University.

**Please note that this Course Delivery Plan is to be used as a general guide.**

**When enrolling in your units, you must consult the Course Delivery Plan that is specific to your intake.**



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Your intake-specific Course Delivery Plan will be accessible on VU Collaborate once you are admitted into the course.

## Year 1 - 2023

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO6506	Work and Organisation Systems	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BHO5574	Consumer Behaviour	Core	8WB1	12	CC	
BAO6504	Accounting for Management	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BHO5503	Marketing Communication	Core	8WB2	12	CC	
BHO6001	Digital Marketing	Core	8WB3	12	CC	
BEO6000	Data Analysis for Business	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BEO6600	Business Economics	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BHO6505	Marketing Management	Core	8WB4	12	CC	

## Year 2 - 2024

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BHO5504	Brand and Product Management	Core	8WB1	12	CC	
BMO5501	Business Ethics and Sustainability	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BHO5525	Marketing Strategy	Core	8WB2	12	CC	



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ADM5004	Analysing the Web and Social Networks	Core	8WB2	12	ORT	
BMO6050	Art and Practice of Leadership	Core	8WB3	12	CC	
	Business Elective 1	Elective	8WB3	12		
ADM6005	Design Management	Core	8WB4	12	CC	
BMO7006	Applied Business Project	Core	8WB4	12	CC	BEO6000; and 3 other VUBS 12cp Master units

\*Students may select from any postgraduate unit across the University. Please check the timetable for unit availability and ensure you have completed any pre-requisite requirements prior to enrolling.



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