

Course progression map for 2022 commencing students

This progression map is a guide only. It does not substitute for the list of required units as outlined in the course 'Requirements' section of the Handbook. The order of units can be rearranged, if applicable prerequisite requirements are met. The unit offering information is correct at the time of publication, however changes may occur. You are advised to check with the relevant Faculty Student Services staff when planning your course and refer to the Handbook entry for each unit prior to the start of each semester.

B6010 Master of Applied Marketing

Year 1 Semester 1	MKF5917 Driving organisational value through marketing	MKF5760 Shaping ethical marketplaces	Application studies Elective unit 1
Year 1 Semester 2	MKF5741 Using marketing analytics for better decision making	Application studies Elective unit 2	Application studies Elective unit 3
Year 1 Summer Semester A (SSA-02)	MKF5351 Marketing strategy masterclass (12 points)		

Part A	Mastery knowledge
Part B	Application studies