

Course progression map for 2027 commencing students

This course map is a guide only and does not substitute for the required units outlined in the course 'Requirements' section of the Handbook. Units can be rearranged if applicable prerequisite requirements are met. This map applies to students commencing in the standard annual intake. When planning your course, check with Faculty Student Services, including for advice if commencing mid-year (where relevant), and refer to the Handbook entry for each unit before the start of each semester. Unit offering information is correct at the time of publication; however, changes may occur.

B6042 Master of Applied Marketing

Year 1 Semester 1	MKF5917 Driving organisational value through marketing	MKF5760 Shaping ethical marketplaces	Discipline studies unit 1	Discipline studies unit 2
Year 1 Semester 2	MKF5741 Using marketing analytics for better decision making	Discipline studies unit 3	Elective studies unit 1	Elective studies unit 2
Year 2 Semester 1	MKF5351 Marketing strategy masterclass (12 credit points)		Elective studies unit 3	Elective studies unit 4

Part A	Core studies
Part B	Discipline studies
Part C	Elective studies