

COURSE PROGRESSION MAP FOR 2027 COMMENCING STUDENTS

This progression map provides advice on the suitable sequencing of units and guidance on how to plan unit enrolment for each semester of study. It does not substitute for the list of required units as described in the course 'Requirements' section of the [Handbook](#).

Please note: the map below reflects the suggested progression through the course, as a guide only.

[Contact us](#) if you would like a personalised map. We can help you plan out your course to make the most of your experience at Monash.

A6039 Master of Marketing and Digital Communications with Global Intercampus Programme

72 POINT ENTRY, COMMENCING SEMESTER 1 (1.5 YEARS)

TERM ONE ENTRY

YEAR 1

INDONESIA TERM 1 (Jan - Mar 2027)	ATI5366 Strategic communications in a digital era (6pts)	MKI5881 Digital marketing (6pts)
INDONESIA TERM 2 (Apr - Jul 2027)	ATI5251 Digital communications for social change (6pts)	MKI5601 Social media marketing (6pts)
INDONESIA TERM 3 (Jul - Sep 2027)	ATI5374 Data analytics in communications (6pts)	MKI5926 Integrated marketing communications (6pts)
INDONESIA TERM 4 (Sep - Dec 2027)	ATI5381 Crisis communications and issues management (6pts)	ATI5250 Industry insights project (6pts)

YEAR 2

INDONESIA TERM 1	PART C. ADVANCED EXPERTISE (6pts)	PART C. ADVANCED EXPERTISE (6pts)
INDONESIA TERM 2	PART C. ADVANCED EXPERTISE (6pts)	PART C. ADVANCED EXPERTISE (6pts)

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A6039 Master of Marketing and Digital Communications without Global Intercampus Programme

72 POINT ENTRY, COMMENCING INDONESIA TERM 1, JANUARY 2027 (1.5 YEARS)

YEAR 1

INDONESIA TERM 1 (Jan - Mar 2027)	ATI5366 Strategic communications in a digital era (6pts)	MKI5881 Digital marketing (6pts)
INDONESIA TERM 2 (Apr - Jul 2027)	ATI5251 Digital communications for social change (6pts)	MKI5601 Social media marketing (6pts)
INDONESIA TERM 3 (Jul - Sep 2027)	ATI5374 Data analytics in communications (6pts)	MKI5926 Integrated marketing communications (6pts)
INDONESIA TERM 4 (Sep - Dec 2027)	ATI5381 Crisis communications and issues management (6pts)	ATI5250 Industry insights project (6pts)

YEAR 2

INDONESIA TERM 1 (Jan - Apr 2028)	PART C. ADVANCED EXPERTISE (6pts)	PART C. ADVANCED EXPERTISE (6pts)
INDONESIA TERM 2 (Apr - Jul 2028)	PART C. ADVANCED EXPERTISE (6pts)	PART C. ADVANCED EXPERTISE (6pts)

	PRINCIPAL STUDY (PART A)		ADVANCED EXPERTISE (PART C)
	APPLIED STUDY (PART B)		

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(A6039) Master of Marketing and Digital Communications

48 POINT ENTRY, COMMENCING SEMESTER 1 (1 YEAR)

TERM ONE ENTRY YEAR 1

INDONESIA TERM 1	ATI5366 Strategic communications in a digital era (6pts)	MKI5881 Digital marketing (6pts)
INDONESIA TERM 2	ATI5251 Digital communications for social change (6pts)	MKI5601 Social media marketing (6pts)
INDONESIA TERM 3	ATI5374 Data analytics in communications (6pts)	PART C. ADVANCED EXPERTISE (6pts)
INDONESIA TERM 4	PART C. ADVANCED EXPERTISE (6pts)	ATI5250 Industry insights project (6pts)



PART A: CORE STUDIES

PART B: APPLIED STUDIES

PART C: DISCIPLINE ELECTIVE STUDIES

Source: Monash University 2027 Handbook

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