Master of Commerce with Specialisation in Marketing

Session 2 commencement

Macquarie Degree Program	Master of Commerce (COMM13MV2) with Specialisation in Marketing (MKT12SV1)
Candidature Length	2 years Full-time
General Requirements	Completion of 64 credit points. 48 credit points must be at 800 level or above.

The following is a suggested study plan based on the Master of Commerce with Specialisation in Marketing. Please note that the availability and timetabling of individual units of study are subject to change, and this may affect your ability to progress through your program in the suggested time frame. It is to be used as an example only and does not replace the Handbook of Postgraduate Studies or the University Timetable.

Suggested First Year

Session 2, 2017		Session 1, 2018	
Unit Code	**Unit Name**	**Unit Code**	**Unit Name**
MKTG696	Introduction to Marketing Management	MKTG802	Marketing Communications
ACST603[*1]	Principles of Finance	MKTG806	Applied Marketing Strategy
ECON649[*1]	Economic Analysis	800 level Commerce Designated unit[*2]	-
BUS651[*1]	Work, Organisation and Management	800 level Commerce Designated unit[*2]	-

Suggested Second Year

Session 2, 2018		Session 1, 2019	
Unit Code	**Unit Name**	**Unit Code**	**Unit Name**
MKTG811	Brand Management	FOBE800	Contemporary Business Issues
MKTG815	Consumer Behaviour	MKTG805	Applied Marketing Research
800 level Commerce Designated unit[*2]	-	800 level Commerce Designated unit[*2]	-
800 level Commerce Designated unit[*2]	-	800 level Commerce Designated unit[*2]	-

FIND OUT MORE
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*1 12cp from ACCG614/ACST603/BUS651/ECON632/ECON633/ECON634/ECON649/ Commerce designated units

*2 24cp elective at 800 level or above

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