

Master of Commerce (Marketing)

Advanced



Student ID: _____ Student Name: _____

Graduates may gain partial credit towards Certified Practising Marketer (CPM)

		Adv. Stdg	Substitution	Compltd	2008		
					Semester		
					1	2	
Four Foundation Courses (12units)							
ACCTING	7024 Accounting Essentials for Decision Making						
MARKETNG	7005 Marketing Principles						
ECON	7200 Economics Principles						
COMMERCE	7033 Quantitative Methods						4
Six Marketing Courses (18units)							
MARKETNG	7031 Relationship Marketing M						
MARKETNG	7028 E-Marketing M						
MARKETNG	7027 Brand Management M						
MARKETNG	7030 Marketing Ethics						
MARKETNG	7033 New Product Development and Innvoation M (2008)						
MARKETNG	7032 Strategic marketing						6
Two additional Electives							
_____							2
						Total	12

Career Paths

Marketing planner; sales manager; brand marketer; product and advertising manager; retail manager; public relations officer; service manager and market researcher.

CPM and AMI information

www.ami.org.au

COMMENTS:

This study plan is based on the current year's Academic Program Rules. PGRC reserves the right to vary the study plan pending on student's circumstances (i.e. prior learning, etc)