

# Master of Commerce (Marketing)

Professional



Student ID: \_\_\_\_\_ Student Name: \_\_\_\_\_

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

2008 - 2009

## Four Foundation Courses (12units)

ACCTING	7024 Accounting Essentials for Decision Making
MARKETING	*7005 Marketing Principles
ECON	7200 Economics Principles
COMMERCE	*7033 Quantitative Methods
COMMERCE	7041 Business Communications (M)

Adv. Stog	Compltd	Semester			
		1	2	1	
					<b>4</b>

Unless Exempt - All **International** Students are required to take Business Communications (in lieu of one elective)

## Six Marketing Courses (18units)

MARKETNG	*7023 Consumer Behaviour
MARKETNG	7024 International Marketing
MARKETNG	*7026 Market Research and Planning
MARKETNG	7025 Marketing Communications
MARKETNG	7030 Marketing Ethics
MARKETNG	7032 Strategic Marketing <b>**capstone - final semester only</b>

Adv. Stog	Compltd	Semester			
		1	2	1	
					<b>6</b>

## Two additional Electives

Adv. Stog	Compltd	Semester			
		1	2	1	
					<b>2</b>

**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](http://www.ami.org.au)

[www.mrsa.com.au](http://www.mrsa.com.au)

Student who have successfully complete the \* courses can apply for the AMSRS Certificate in Market Research

## 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)