

Master of Commerce with a specialisation in Marketing Program

S1 2019 Commencement Program Guide

This Program Guide has been prepared by the Faculty of Business and Economics to help you plan and succeed at your Master by Coursework Degree at Macquarie University.

Macquarie Degree Program	Master of Commerce (COMM19MTV1) with Specialisation in Marketing (MKT19MSV1)
Candidature Length	2 years Full-time
General Requirements	Completion of 64 credit points. 48 credit points must be at 800 level or above (44 credit points designated as commerce)

Master of Commerce in Marketing			
Session 1, 2019		Session 2, 2019	
MKTG696	Introduction to Marketing Management	MKTG802	Marketing Communications
BUS651 ^{*1}	Work, Organisation and Management	MKTG806	Applied Marketing Strategy
ECON649 ^{*1}	Economic Analysis	MKTG815	Consumer Behaviour
ACST603 ^{*1}	Principles of Finance	800 level Commerce Designated unit ^{*2}	
Session 1, 2020		Session 2, 2020	
MKTG811	Strategic Branding	FOBE800	Contemporary Business Issues
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}		800 level Commerce Designated unit ^{*2}	

Please note that this is a guide only and should not be substituted for unit availability and degree requirements as noted in the Macquarie University Handbook; Unit offerings are subject to change without notice and are correct at time of publishing. Please check the Handbook for current information.

^{*1} 12cp from ACCG611/ACCG612/ACCG613/ACCG614/ACST603/ECON632/ECON633/ECON634/ECON649/BUS651

^{*2} 24cp elective at 800 level or above Commerce designated units