



Master of Marketing

S2 2019 Commencement Program Guide

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

Macquarie Degree Program	Master of Marketing (MKTG19MTV1)
Candidature Length	1 year Full-time
General Requirements	Completion of 32 credit points

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Session 2, 2019

MKTG820^	Marketing Theory
MKTG815	Consumer Behaviour
MKTG804^	Digital Marketing Strategy
MKTG802	Marketing Communications

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.

^ Offered once per year.

The above program guide is based on full time study.

If you have been granted Recognition of Prior Learning and are unsure of which units to enrol into, please seek advice from Macquarie Business School.