

COURSE DELIVERY PLAN 2022

Master of Business (Marketing)

COURSE CODE: BMMK

CAMPUS	City Campus (CC)
COLLEGE	Victoria University Business School
STUDY MODE	Full Time or Part Time
DURATION	2 years Full Time or Part Time equivalent
FEE TYPE	For information on course fees, refer to http://vu.edu.au/fees
APPLICATION METHOD	Direct Application - https://gotovu.custhelp.com/app/landing
TIMETABLE	vu.edu.au/timetables
COURSE REQUIREMENTS	<p>To attain the Master of Business (Marketing), students will be required to complete 192 credit points (equivalent to 16 units) consisting of:</p> <ul style="list-style-type: none">• 48 credit points (equivalent to 4 units) college core units• 24 credit points (equivalent to 2 units) core units• 84 credit points (equivalent to 7 units) professional core units <p>Plus either</p> <p>OPTION 1</p> <p>12 credit points (equivalent to 1 unit) capstone research project unit; and, 24 credit points (equivalent to 2 units) elective units. Students to select from any postgraduate units from across the University (subject to availability). Please check any pre-requisite requirements prior to enrolling.</p> <p>OR</p> <p>OPTION 2</p> <p>12 credit points (equivalent to 1 unit) research proposal unit; and, 24 credit points (equivalent to 2 units) minor thesis unit.</p>
FURTHER INFORMATION	Unit and course information is available from the University course search site at http://vu.edu.au/course-search or go to https://askvu.vu.edu.au or Phone VUHQ on 03 9919 6100
COURSE CHAIR	Ranjith Ihalanayake
COURSE ADVICE	AskCUA

Note: Students are required to enrol in all units for semester 1 and 2 in 8-week blocks, and are not permitted to enrol in more than 48 credit points per semester as a full-time load.

Core/Elective Core (a unit that must be completed) & **Elective** (you have some choice in what you select).

Prerequisites A number of units within the degree have 'prerequisites'. These prerequisites must be met before enrolment in the unit is permitted. Generally these prerequisites require the successful completion of a unit or units taken at an earlier stage in the course. Students should pay particular attention to these prerequisite requirements as failure to meet these can seriously hinder progression through the course.

Date of Publication: This information is current at the publication date: 26/10/2021. It is provided as information only and does not form part of a contract between any person and Victoria University.

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YEAR 1

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO6630	Business Research Methods	Core	Not offered	12	CC	
BEO6600	Business Economics	Core	8WB1 8WB2, 8WB3, 8WB5	12	CC	
BEO6000	Data Analysis for Business	Core	8WB1, 8WB2, 8WB4, 8WB5	12	CC	
BHO6505	Marketing Management	Core	8WB3	12	CC	
BMO5501	Business Ethics and Sustainability	Core	8WB1, 8WB4	12	CC	
BHO6001	Digital Marketing	Core	Contact CUA	12	CC	
BMO6506	Work and Organisation Systems	Core	8WB2, 8WB3, 8WB4, 8WB5	12	CC	
BHO5503	Marketing Communication	Core	Contact CUA	12	CC	

YEAR 2

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BHO5574	Consumer Behaviour	Core	Contact CUA	12	CC	
BHO5504	Brand and Product Management	Core	Contact CUA	12	CC	
ADM5004	Analysing the Web and Social Networks	Core	1B3, 2B3	12	CC	
OPTION 1						
	Business Elective 1	Elective		12		
OPTION 2						
BGP7711	Business Research Proposal	Core	Not offered	12	CC	BMO6630
BHO5525	Marketing Strategy	Core	Contact CUA	12	CC	



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BCO7002	BCO7002 Experience Management (Rep. BCO6604 Customer Relationship Management) Customer Relationship Management	Core	8WB1	12	CC	
OPTION 1						
	Business Elective 2	Elective		12		
BMO7006	Applied Business Project (Rep. BGP7730 Business Research Project)	Core	8WB2 8WB4	12	CC	BEO6000 and 3 other VUBS 12cp Master units
OPTION 2						
BGP7712	Business Research Thesis	Core	Contact CUA	24	CC	BMO6630, BGP7711