

COURSE DELIVERY PLAN 2024

Master of Marketing

COURSE CODE: BMKT

CAMPUS	City Campus (CC)
COLLEGE	College of Arts, Business, Law, Education and IT
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	To attain the Master of Marketing, students will be required to complete 192 credit points consisting of: <ul style="list-style-type: none">• 48 credit points business core units• 108 credit points professional core units• 12 credit points BM O5501 Business Ethics and Sustainability; and,• 12 credit points BM O7006 Applied Business Project (Capstone); and,• 12 credit points elective units. Please check any pre-requisite requirements prior to enrolling.
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	Joanna Krezel
COURSE ADVICE	AskVU https://askvu.vu.edu.au/app/askcua

Note: Students are required to enrol in all units for semester 1 and 2, 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.



VICTORIA UNIVERSITY

For further course information phone 1300 VICUNI/vu.edu.au
Victoria University CRICOS Provider No. 00124K (Melbourne), 02475D (Sydney and Brisbane)

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YEAR 1

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO5501	Business Ethics and Sustainability	Core	8WB1 8WB2, 8WB3, 8WB4	12	CC	
BEO6000	Data Analysis for Business	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BAO6504	Accounting for Management	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BHO6505	Marketing Management	Core	8WB1, 8WB2, 8WB4	12	CC	
BHO5574	Consumer Behaviour	Core	8WB3	12	CC	
BHO5503	Marketing Communication	Core	8WB3	12	CC	
BHO6001	Digital Marketing	Core	8WB4	12	CC	
	Business Elective 1	Elective		12		

YEAR 2

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BHO5504	Brand and Product Management	Core	8WB1	12	CC	
BHO5525	Marketing Strategy	Core	8WB1	12	CC	
BMO7006	Applied Business Project	Core	8WB1, 8WB2, 8WB3	12	CC	BEO6000; and 3 other VUBS 12cp Master units
ADM6005	Design Management	Core	1B3, 1B4	12	CC	
BEO6600	Business Economics	Core	8WB1, 8WB2, 8WB3, 8WB4	12	CC	
BMO6050	Art and Practice of Leadership	Core	8WB1, 8WB3	12	CC	
BMO6506	Work and Organisation Systems	Core	8WB1, 8WB3	12	CC	



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ADM5004 Analysing the Web and Social Networks Core TBA 12 CC , ORT



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