

COURSE DELIVERY PLAN 2026

Master of Marketing

COURSE CODE: BMKT

Commencing 8WB1 2026

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: • 48 credit points business core units • 108 credit points professional core units • 12 credit points BMO5501 Business Ethics and Sustainability; and, • 12 credit points BMO7006 Applied Business Project (Capstone); and, • 12 credit points of 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.

Date of Publication: This information is current at the publication date: 13/10/2025. It is provided as information only and does not form part of a contract between any person and Victoria University.

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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
Semester One						
BAO6504	Accounting for Management	Core	8WB1	12	CC	
BHO5503	Marketing Communication	Core	8WB1	12	CC	
BHO6001	Digital Marketing	Core	8WB2	12	CC	
BHO6505	Marketing Management	Core	8WB2	12	CC	
Semester Two						
BMO6506	Work and Organisation Systems	Core	8WB3	12	CC	
BHO5574	Consumer Behaviour	Core	8WB3	12	CC	
BEO6000	Data Analysis for Business	Core	8WB4	12	CC	
BEO6600	Business Economics	Core	8WB4	12	CC	

Students should be enrolling in the above sequence patterns only. Unit offerings have been created by your discipline for your specific course. If the unit quota is full, please contact [AskCUA](#) for course advice

YEAR 2

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
Semester One						
BMO5501	Business Ethics and Sustainability	Core	8WB1	12	CC	
BHO5525	Marketing Strategy	Core	8WB1	12	CC	
BMO6050	Art and Practice of Leadership	Core	8WB2	12	CC	
ADM6013	Analysing the Web and Social Networks	Core	1B3	12	ORT	
Semester Two						
BMO7006	Applied Business Project	Core	8WB3	12	CC	BEO6000; and 3 other VUBS 12CP Master Units
BHO5504	Brand and Product Management	Core	8WB3	12	CC	
ADM6005	Design Management	Core	2B4	12	CC	
	Business Elective 1	Elective	8WB4	12		

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Business Elective Unit

Select 12 Credits Points (1 Unit) from:

UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BAO5522	Managerial Accounting	Elective	8WB3	12	CC	
BAO5534	Business Finance	Elective	8WB1 8WB2	12	CC	
BAO5535	Issues in Contemporary Accounting	Elective	8WB1 8WB4	12	CC	BAO5525 - please contact AskCUA to enrol
BAO5734	Financial Analysis	Elective	8WB1 8WB4	12	CC	
BBB7000	Internship	Elective	8WB1 8WB3	12	Online	Must have successfully completed at least 4 units. Prior approval for activities from the Unit Convenor is required
BCO7000	Business Analytics and Visualisation	Elective	8WB2 8WB3 8WB4	12	CC	
BCO7002	Experience Management	Elective	8WB2 8WB3	12	CC	
BCO7003	Analytics Project Management	Elective	8WB2	12	CC	
BCO7004	Business Data Mining and Warehousing	Elective	8WB1	12	CC	
BCO7005	Data Security and Governance	Elective	8WB4	12	CC	
BCO7006	Coding for Business Analytics	Elective	8WB2 8WB3	12	CC	
BEO5305	International Supply Chain Structure	Elective	8WB2	12	CC	
BEO5307	Global Procurement	Elective	8WB1 8WB3	12	CC	
BHO7000	Global Marketing Management	Elective	8WB2	12	CC	
BLO5540	Business and Company Law	Elective	8WB2	12	CC	
BMI7003	Trade and Investment in Asia	Elective	8WB1 8WB3	12	CC	
BMI7004	International Business Practices	Elective	8WB1	12	CC	
BMO5574	Supply Chain and Logistics Management	Elective	8WB1	12	CC	
BMO5579	Green logistics	Elective	8WB2 8WB4	12	CC	
BMO6508	Operations Management	Elective	8WB1	12	CC	
BMO6511	Strategic Management and Business Policy	Elective	8WB1 8WB4	12	CC	
BMO6622	Managing Innovation and Entrepreneurship	Elective	8WB3	12	CC	
BMO7005	Business Consulting	Elective	8WB3	12	CC	

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UNIT CODE	UNIT TITLE	UNIT TYPE	SEM	CREDIT POINTS	CAMPUS	PRE-REQUISITES
BMO7007	Planning and Control Through ERP Systems	Elective	8WB1 8WB4	12	CC	
NIT5081	Fundamentals of Cyber Security	Elective	8WB1 8WB2 8WB4	12	CC	
NIT5082	Cloud Security	Elective	8WB1	12	CC	
NIT5084	Cyber Security Law, Regulation and Policy	Elective	8WB3 8WB4	12	CC	

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