

Course progression map for 2017 commencing students

This progression map provides advice on the suitable sequencing of units and guidance on how to plan unit enrolment for each semester of study. It does not substitute for the list of required units as described in the course 'Requirements' section of the [Handbook](#).

B6010 Master of Marketing

The placement of units may be rearranged to provide flexibility in choice of elective units but care should be taken to ensure sequenced units are maintained in sequence.

Semester one intake

Year 1 Semester 1	MKF5917 Understanding Marketing and Consumers	Mastery knowledge unit 1 selected from specified list	Mastery knowledge unit 2 selected from specified list	Application studies unit 1
Year 1 Semester 2	MKF5760 Marketing leadership in society	Marketing knowledge unit 3 selected from specified list	Application studies unit 2	Application studies unit 3
Year 2 Semester 1	MKF5741 Marketing performance and decision analysis	Application study unit 4	MKF5351 Marketing strategy masterclass (12 points)*	

*MKF5351 is offered in Trimester 2 between May and August annually.