## School of Business and Law

### CL21 Master of Business Management
Marketing Major
Full Time Course Planner – Term 2 2019 onwards

<table>
<thead>
<tr>
<th>Year</th>
<th>Unit Code</th>
<th>Unit Name</th>
<th>CP</th>
<th>Requisites</th>
<th>Ad. Stand</th>
<th>Comp Term/Status</th>
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<tbody>
<tr>
<td></td>
<td>BUSN20017 **</td>
<td>Effective Business Communication</td>
<td>6</td>
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<td></td>
<td>HRMT20024 **</td>
<td>Managing Human Resources</td>
<td>6</td>
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<td>MGMT20144 **</td>
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<td>MRKT20052 **</td>
<td>Marketing Management and Digital Communications</td>
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<td></td>
<td>ACCT20070 **</td>
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<td>BUSN20016 **</td>
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<td>MRKT20055</td>
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<td>MRKT20056</td>
<td>Strategic Marketing and Metrics</td>
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<td>Pre-Req Completion of 18cp of Marketing Major units</td>
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<td>MRKT20057 **</td>
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<td>MGMT20148</td>
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<td></td>
<td>T1 2021</td>
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</tbody>
</table>

** Total Units: 16 **

96

** Available over Term 3
✓ Completed
CP = Credit Points

For information on the terminology used in the above course planner, please refer to the Glossary on the last page of this document.

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### Important Note
This Course Planner has no formal or legal status but is used to assist students in planning their course.
Students should refer to the official University database and/or University transcripts to ensure they are meeting course requirements.
Last Updated: 10/01/2019
MORE DETAILS:

To satisfy the requirements for the award of CL21 Master of Business Management (Marketing), students must complete 16 units (96 credit points).

Recommended Study Schedule

Students should complete units in an order that is as close as possible to the recommended structure set out in this course planner. Students should concentrate on completing all first year units before moving on to second year units.

Course Structure Requirements

In the CL21 Master of Business Management (Marketing), students are required to complete the following course structure:

- 6 Core Units
- 6 Marketing Major Units
- 4 Elective Units

Course Duration Requirements

<table>
<thead>
<tr>
<th>Duration</th>
<th>Requirement</th>
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</thead>
<tbody>
<tr>
<td>Full Time Duration</td>
<td>2 years full time</td>
</tr>
<tr>
<td>Part Time Duration</td>
<td>4 years part time</td>
</tr>
</tbody>
</table>

Please also note that if you fail units or take a Leave of Absence, your course duration and completion timeframe may be extended.

Interim Awards

- CH76 Graduate Certificate in Management
- CL50 Graduate Diploma of Public Administration

Exit Awards

- CH76 Graduate Certificate in Management
- CL50 Graduate Diploma of Public Administration

Deferment/Leave of Absence

Domestic students in the Master of Business Management (Marketing) degree are permitted to defer the initial offer of their degree for a maximum of 12 months before their offer is withdrawn. Furthermore, domestic students may also take an approved Leave of Absence (LOA) once they have commenced their course of study however only a maximum of 12 months can be granted without requesting further approval from the Head of Course.

You can apply for a deferment or LOA [here](#).

International students are not permitted to defer their initial offer or take a Leave of Absence unless otherwise discussed with their Home Campus.
Credit Transfer

If you have undertaken study in the last ten years, or have relevant in-formal or non-formal learning, you may be eligible for credit towards your course. Please note that some courses have reduced timeframes within which prior study remains eligible for credit. Please refer to the CQU Handbooks for specific credit time limits relating to your course.

To submit an application for credit, please refer to the Credit Calculator or contact the Academic Pathways Team via their email credit@cqu.edu.au. Further information about the credit process can also be found on the Credit for Prior Learning webpage.

Credit applications should be submitted at least four (4) weeks before the relevant term commences. Applications must be complete with all supporting documentation to be assessed by CQU. CQU cannot obtain documents from other institutions, organisations or individuals.

Specified Elective Units

Students in the CL21 Master of Business Management (Marketing) course must complete a total of 24 credit points from the Specified Elective Units list, provided the pre-requisites and/or co-requisites have been satisfied.

Students may choose 4 x 6 credit point Specified Elective Units from the following list:

- ACCT20072 Accounting Systems and Information Assurance (Available Term 1 & 2)
- ACCT20076 Foundations of Management Accounting
- FINC20019 Money and Capital Market Analysis (Available Term 1 & 3)
- HRMT20025 International Human Resource Management (Available Term 1 & 2)
- HRMT20026 Strategic Human Resource Management – Pre-req HRMT20024 (Available Term 1 & 2)
- HRMT20028 Organisational Change Management (Available Term 2 ONLY)
- HRMT20029 International Employment Relations (Available Term 2 ONLY)
- LAWS20060 Taxation Law of Australia (Available Term 1 & 2)
- LAWS20061 Management Law (Available Term 2 ONLY)
- MGMT20132 Innovation and Sustainable Business Development (Available Term 1 & 2 ONLY)
- MGMT20134 Business Ethics and Sustainability (Available Term 2 ONLY)
- MGMT20140 Design It (Available Term 2 ONLY)
- MGMT20143 Think Big (Available Term 1 & 2 ONLY)
- MGMT20145 Business and Management in the Asian Context – Pre-req Completion of 24cp and Instructor Consent (Available Term 1 ONLY)
- MRKT20053 Advertising and Integrated Communication - Pre-req MRKT20052 (Available Term 2 ONLY)
- PPMP20007 Project Management Concepts (Available Term 1, 2 & 3)

OR students may select 2 x 6 credit point Specified Elective Units from the above list and 1 x 12 credit point Specified Elective unit from the below list:

- BUSN20020 Business Internship (Available Term 1 & 2)
- BUSN20021 Business Research Project (Available Term 2 ONLY)

Students should choose units that enhance their career development and are relevant for their course of study.

If you have any questions about your course, please contact the Course Advice Team: spc@cqu.edu.au or by visiting http://handbook.cqu.edu.au/eforms/index and filling out the ‘Ask a Course Advisor’ e-form.

PLEASE CHECK THE CQU HANDBOOK FOR ALL TERM AVAILABILITIES AND PRE-REQUISITES AS THEY MAY CHANGE FROM YEAR TO YEAR http://handbook.cqu.edu.au
GLOSSARY

- **Course**: A course is the combination of units that contribute towards either a CQUniversity award qualification or non-award study.

- **Course Code**: A course code identifies the specific course a student may be studying at CQUniversity.

- **Unit**: A unit is the individual subject students must complete in order to graduate from their course.

- **Unit Code**: A unit code identifies a specific unit that a student is enrolled in under their course.

- **Pre-Requisite (Pre-Req) Unit**: A pre-req unit is a unit which students must pass before being allowed to enrol in the subsequent unit.

- **Co-Requisite (Co-Req) Unit**: A co-req unit is a unit that must be studied at the same time as another unit.

- **Anti-Requisite (Anti-Req) Unit**: An anti-req unit is an old unit that has been replaced by a new unit and students are not permitted to study the old unit.

- **Credit Points (CP)**: Credit Points are the numerical value of a unit which contributes to the total Credit Points for a course.

- **Core Unit**: A core unit is a compulsory unit that a student must study to meet the requirements of their course.

- **Elective Unit**: An elective unit is a unit within a course that is not compulsory and students may have a choice in what unit they study, provided it meets the elective requirements of their course.

- **Major**: A major is a specific area within a course where a student specialises in and is normally made up of 8 units for undergraduate courses, and 4 units for postgraduate courses. Not all courses have majors.

- **Double Major**: A double major is where students specialise in 2 areas of study and is normally made up of 16 units. Double majors are normally only available in undergraduate courses.

- **Minor**: Like a major, a minor is a specific area within a course where a student specialises and is normally made up of 4 units.

- **Term**: A specified period of time for higher education units in which teaching, learning and assessment occurs. CQUniversity offers 3 Academic Terms per year: Term 1, Term 2 and Term 3.