

School of Business and Law

CL21 Master of Business Management Marketing Major Full Time Study Plan – Term 1 2019 onwards

Year	Unit Code	Unit Name	CP	Requisites	Ad. Stand	Comp Term /Status
Year 1	BUSN20017 **	Effective Business Communication	6			T1 2019
	HRMT20024 **	Managing Human Resources	6			T1 2019
	MGMT20144 **	Management and Business Context	6			T1 2019
	MRKT20052 **	Marketing Management and Digital Communications	6			T1 2019
	ACCT20070 **	Accounting in Australia	6			T2 2019
	BUSN20016	Research in Business	6			T2 2019
	FINC20018 **	Managerial Finance	6			T2 2019
	MRKT20057	Global Business Marketing	6	Co-Req MRKT20052		T2 2019
Year 2	MRKT20054	Service Industry Marketing	6	Co-Req MRKT20052		T1 2020
	MRKT20055	Science of Consumer Behaviour	6	Pre-Req MRKT20052		T1 2020
		<i>Specified Elective Unit (See Notes on Page 3)</i>	6			T1 2020
		<i>Specified Elective Unit (See Notes on Page 3)</i>	6			T1 2020
	MGMT20148	Strategic Innovation	6	Pre-Req Completion of 60cp		T2 2020
	MRKT20056	Strategic Marketing and Metrics	6	Pre-Req Completion of 18cp of Marketing Major units		T2 2020
		<i>Specified Elective Unit (See Notes on Page 3)</i>	6			T2 2020
		<i>Specified Elective Unit (See Notes on Page 3)</i>	6			T2 2020
Total Units: 16			96			

** Available over Term 3

✓ Completed

CP = Credit Points

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

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 study plan. 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

Full Time Duration 2 years full time

Part Time Duration 4 years part time

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.

Important Note: This Study Plan 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.

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 [CQUni Handbook](#) 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 CQUniversity. CQUniversity 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 CQUNI 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.