## School of Business and Law

### CL21 Master of Business Management
Marketing Major
Full Time Study Plan – Term 3 2018 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>
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<td>HRMT20024**</td>
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<td>MGMT20144**</td>
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<td>Year 1</td>
<td>MRKT20052**</td>
<td>Marketing Management and Digital Communications</td>
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<td>MRKT20056</td>
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<td>Pre-Req Completion of 18cp of MRKT units</td>
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<td>Year 2</td>
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<td>Pre-Req Completion of 60cp</td>
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<td>Elective Unit (See Notes on Page 3)</td>
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<td>Elective Unit (See Notes on Page 3)</td>
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<td><strong>Total Units: 16</strong></td>
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** Available over Term 3  
# Compulsory Major Unit  
✓ 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.

** DISCLAIMER:** Students commencing in Term 3 will need Head of Course approval to override the 60cp prerequisite to enrol in MGMT20148 in Term 2.

**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.
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
- 1 Major (6 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

Exit Awards  
CH76 Graduate Certificate in Management

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 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.

Electives

Students in the Master of Business Management (Marketing) course will be able to choose 4 electives from any six credit point postgraduate unit provided they satisfy all requisite requirements.

They will be encouraged to choose units that enhance their career development and are relevant for their course of study. Below is a list of possible Elective choices:

International Business
- FINC20023 International Financial Management (Available Term 1 & 3)
- HRMT20025 International Human Resource Management – Co-Req HRMT20024 (Available Term 1 & 2)
- LAWS20062 International Commercial Law (Available Term 2 ONLY)
- MRKT20057 Global Business Marketing – Co-Req MRKT20052 (Available Term 1, 2 & 3)

Social Innovation
- MGMT20132 Innovation and Sustainable Business Development (Available Term 1 & 2)
- MGMT20141 Enterprise Project (Available Term 1 & 2 by Mixed Mode ONLY)
- MGMT20142 Contemporary Issues in Social Innovation (Available Term 1 & 2 by Distance ONLY)
- MGMT20143 Think Big (Available Term 1 & 2)

Sustainable Tourism
- TOUR20018 Introduction to Sustainable Tourism (Available Term 2 in Cairns & by Distance ONLY)
- TOUR20020 Managing Tourism in Natural and Protected Areas (Available Term 2 in Cairns & by Distance ONLY)
- TOUR20021 Tourism Impacts on Community, Culture and Heritage (Available Term 2 in Cairns & by Distance ONLY)
- TOUR20023 Tourism as a Strategy for Sustainable Development (Available Term 2 in Cairns & by Distance ONLY)

If students choose to complete the 4 Elective Units, those electives can be chosen from any 6 credit point Postgraduate unit provided all pre-requisite and co-requisite requirements have been satisfied.

Note that students may choose to complete the BUSN20020 Business Internship unit in place of 2 Elective Units. See below for more information.

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.
Internship Information

In order for students to be eligible for an Internship in their final term of study, students must first ensure they meet the following criteria:

- Pre-Requisite units, BUSN20016 Research in Business and BUSN20017 Effective Business Communication, must be successfully completed
- All units must be completed on the first attempt - students cannot fail a single unit
- All students must follow the course progression as outlined in the specific Internship planner for their major – the only exception being if students have received credit
- All core and elective units must have been completed prior to enrolling in the Internship unit, BUSN20020 Business Internship

If students meet the above criteria and are eligible to apply for an Internship, students must ensure that they submit their application through the Moodle site by the advised deadline.

For more information on the Internship opportunity, please contact internships@cqu.edu.au

BUSN20020 Business Internship

This unit is a double-weighted unit (12cp) that students who are completing the Internship do in place of 2 elective units.

Students enrolled in this unit will be placed in a company for a 10-week internship requiring 4 days per week working within the host company. Students will also undertake an applied research project based on a particular issue within their host organisation. Students must also undertake this unit in the final term of your course.

If you have any questions in regard to your course, please contact the Course Advice Team:

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

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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.