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|---------------------------|--------------------------|------------------------|--|
| Student Name: | | ID Number: | |
| Program Code: DMIN | Total Courses: 16 | Total Units: 72 | |

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| Study Plan created by | Name: | Date: |
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| Area/ Catalogue | Course Name | Previous Course | Pre Req | SP 2025 | When To Enrol |
|------------------------------|---|---|---------------------------------------|------------------|---|
| MARK 5025 | Marketing Management | | | 2/5 | SP2 2025 |
| ACCT 5011 | Accounting for Management M | | | 2/5 | SP2 2025 |
| ECON 5020 | Economic Principles for Business | | | 2/5 | SP2 2025 |
| BUSS 5300 | Global Business Environment | | | 2/5 | SP2 2025 |
| INFS 5130 | Fundamentals of Data Analytics for Business | Pre-2021- Issues in International Trade | | 2/5 | SP5 2025 |
| BUSS 5302 | Managing the Global Workforce | | | 2/5 | SP5 2025 |
| BUSS 5114 | People, Leadership and Performance | | | 2/5 | SP5 2025 |
| MARK 5024 | Advertising: Theory and Practice | | Co-Req MARK 5025 | 5 | SP5 2025 |
| MARK 5080 | eMarketing | | MARK 5025 | 2 | SP2 2026 |
| MARK 5079 | Advertising: Planning and Buying Media | | MARK 5025 | 2 | SP2 2026 |
| MARK 5031 | Brand Management | | | 2 | SP2 2026 |
| | Specialisation Elective *Note1* | | | | SP2 2026 |
| | Specialisation Elective *Note1* | | | | SP5 2026 |
| | General Business Elective *Note2* | | | | SP5 2026 |
| BUSS 5434 OR BUSS 5396 | Professional Consulting Project OR Business Practicum G | | 36 Units OR 36 Units GPA 4.5 | 2/5 2/4/5 | SP5 2026 |
| BUSS 5034 | International Business: Strategy and Ethics *Rule 4* | | MARK 5025, ACCT 5011, BUSS 5300 | 2/5 | SP5 2026 Must be completed in final semester |

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| Additional Comments: |
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Specialisation Electives

| Course Code | Course Name | Prerequisites | SP 2025 | Advanced course |
|-------------|---------------------------------|-------------------------------|---------|-----------------|
| BUSS 5380 | Global Marketing | Co-req MARK 5025 | 5 | Yes |
| MARK 5032 | Buyer Behaviour Insights | MARK 5025 or Co-req MARK 5025 | 2 | Yes |
| MARK 5033 | Marketing Strategy and Planning | MARK 5025 | 2 | Yes |
| MARK 5064 | Advanced Marketing Analytics | Co-req MARK 5025 | 5 | Yes |

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| | CORE |
| | MAJOR |
| | ELECTIVE |

All courses 4.5 units unless otherwise noted

***Please note that UniSA has 7 study periods each calendar year with Study Periods 1, 2 and 3 being the first half of the year (commonly known as semester 1) and Study Periods 4, 5, 6 and 7 being the second half of the year (commonly known as semester 2). (Study Period 7 courses can be scheduled anytime from November to February of the following year)**

The study plan above is a **guide** for this year **only** of your study with UniSA. You will be required to select and enrol in your courses each year based on your progress through your program.

Should you have less than 13.5 units to complete in any half year your enrolment will be considered to be part time for that half year and this will be noted on your record and included on your completion letter.

This Study Plan is based on UniSA's current program structure. UniSA reserves the right to vary the program structure and/or courses. Should this occur, a new Study Plan will be established, and the amount of credit granted may vary.

Rules:

1. Students, who have taken, for another award, a course which is substantially equivalent to a course from the program schedule, may be granted up to one third of the program in credit or may substitute a course of equal standing and unit's value with the approval of the Program Director. Credit will only be granted for courses undertaken at postgraduate level in a qualification that has not been used as the basis for Advanced Standing.
2. The Program Director may approve variations to the program of studies for a student by substituting courses from the program schedule with courses from other graduate level programs in this or another university.
3. Applicants who have completed a bachelor degree in a business discipline or who hold a bachelor degree which includes a major in business, commerce, marketing or management or applicants who have completed a graduate certificate in a business discipline are eligible to enter the program with 0.5 EFTSL (18 units) Advanced Standing in lieu of these courses and complete the program in 1.5 years of full time study or equivalent part time study.
4. BUSS 5034 International Business: Strategy and Ethics course are capstone courses and should be completed at the end of the program.
5. Students enrolled in the International Master of Business Administration are eligible to transfer into Master of Management or any of the Master of Management specialisations after a semester of study.
6. One elective needs to be at an advanced level.

Notes:

1. Specialisation Electives to be selected from the [specialisation elective list](#) or may be used to complete an international exchange, internship or UniSA Business electives approved by the Program Director.
2. The General Business Elective course may be selected from the list of [Business Electives](#) or Specialisation Electives or as approved by the Program Director.
3. Students who receive Advanced Standing in this program who have not already successfully completed MARK 5025 are advised to undertake this course in place of one of their Advertising and Brand Management Electives or Business Electives prior to undertaking any of their Specialisation courses.

How did we do today?

Complete our [Business Student Hub Survey](#) to let us know.
Survey responses are completely confidential.

<https://i.unisa.edu.au/students/business/support/hub/>
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