

<b>Student Name:</b>		<b>ID Number:</b>	
<b>Program Code: DMMX</b>	<b>Total Courses: 12</b>	<b>Total Units: 54</b>	

Study Plan created by	Name:	Date:
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Area/ Catalogue	Course Name	Previous Course	Pre Req	SP 2025	When To Enrol
INFS 5130	Fundamentals of Data Analytics for Business	Business Analytics and the Data-driven Organisation		2/5	SP2 2025
BUSS 5384	Business Ethics			2/5 EXT	SP2 2025
BUSS 5114	People, Leadership and Performance			2/5	SP2 2025
MARK 5025	Marketing Management			2/5	SP2 2025
MARK 5032	Buyer Behaviour Insights	Influencing Consumer Behaviour	MARK 5025 or Co-req	2	SP2 2026
MARK 5033	Marketing Strategy and Planning		MARK 5025	2	SP2 2026
MARK 5064	Advanced Marketing Analytics	Marketing Information and Analysis	Co-Req MARK 5025	5	SP5 2025
	Specialisation Elective				SP5 2025
	Specialisation Elective				SP2 2026
	Advanced Elective *Rule 3				SP5 2025
	Advanced Elective *Rule 3				SP5 2025
BUSS 5074	Strategic Concepts		36 units Must be completed as final course	2/5	SP2 2026

Additional Comments:

### Specialisation Electives

Course Code	Course Name	Prerequisites	SP 2025	Advanced course
MARK 5079	Advertising: Planning and Buying Media	MARK 5025	2	Yes
MARK 5080	eMarketing	MARK 5025	2	Yes
BUSS 5380	Global Marketing	Co-req: MARK 5025	5	Yes
MARK 5024	Advertising: Theory and Practice	Co-req: MARK 5025	5	Yes
MARK 5031	Brand Management	-	2	Yes

	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. BUSS 5074 Strategic Concepts is a capstone course and must be completed as the last course in the program.
2. Students undertaking the Transition to Masters pathway between the Bachelor of Business or Bachelor of Commerce (Accounting) or Bachelor of Business (Tourism and Event Management) and Master of Management (Marketing) program will receive credit for BUSS 5114, INFS 5130, BUSS 5384 and MARK 5025.
3. The Electives course must be an advanced level course. See [Business Electives list](#) for options.

**Notes:**

4. 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.

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Survey responses are completely confidential.

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