

My Course Study Plan



THE UNIVERSITY OF
**WESTERN
AUSTRALIA**

2026 HANDBOOK

41690 Master of Marketing (72 point – 1.5 year)

Commencing: Semester 2

- Core units
- Option units

2026	SEM 2	MKTG5406 Buyer Behaviour and Decision Making	MGMT5506 Ethics and Sustainability Management	Option	BUSN5100 or Option Applied Professional Business Communications
2027	SEM 1	MKTG5501 Integrated Marketing Communications	MKTG5408 Marketing Analysis and Planning	MKTG5465 Applied Marketing Research	Option
	SEM 2	MKTG5462 Global Marketing Strategy	Option	Option	Option

THIS IS A GENERIC STUDY PLAN AND SHOULD BE USED AS A GUIDE ONLY

For individualised course advice, please contact the Business School Student Advising Office.

Notes

- BUSN5100 is required for students who have not completed ATAR English or equivalent
- Information about unit availability should be checked at the beginning of each semester and can be found in the [Handbook](#)
- Plan ahead! Look at prerequisite requirements in the Handbook. For example: ACCT5633 requires prerequisite unit ACCT5432.

Next Steps...

- Enroll on [Student Connect](#) and plan your timetable on the [Class Allocation System \(CAS\)](#)

This is a generic study plan for this course and does not consider individual circumstances. 2 year study plans include no credit towards the conversion units of the course. 1.5 year study plans include credit towards the conversion units of the course. If you have alternate credit arrangements, this will impact your study plan. Contact your Student Advising Office for assistance with an individualized study plan. Information in this study plan is correct at the time of publication and is subject to change. The University reserves the right to change the unit availability and unit rules, please refer to the Handbook each semester.