

MBAMFP

Master of Business Administration (Marketing) Study Plan

The following Study Plans are available within this document:

- [Study Period 1 Commencing \(Page 2\)](#)
- [Study Period 2 Commencing \(Page 3\)](#)
- [Study Period 3 Commencing \(Page 4\)](#)

Please note:

- This document is provided as a guide only. Students are responsible for ensuring that they have completed their study according to the official Course rule:
 - MBAMFP course rule – <https://handbook.flinders.edu.au/courses/2026/MBAMFP>
 - Topic information for all topics, including pre-requisites can be found on the [Topic Page](#)
- General enrolment assistance is available via [Ask Flinders](#)

Optional Work Integrated Learning Topics

1. Students can elect to swap one core topic for a Work Integrated Learning (WIL) topic. To enquire about this option please raise an Ask Flinders request.
2. Core specialisation topics are shaded in blue; these must be completed and cannot be swapped for a WIL topic or BUSN9154 Working in Australia.
3. **In addition to the above, international students** will be required to complete BUSN9154 Working in Australia prior to enrolling in a Work Integrated Learning (WIL) topic.
4. Domestic students can elect to swap one core topic for BUSN9154 Working in Australia if desired.

Master of Business Administration (Marketing)
Study Period 1 Commencing



First Year	Study Period 1 March - May	BUSN9146 Economic Environments: Assessing Current and Future Markets	BUSN8006 Driving Financial Performance	BUSN9148 Marketing in a Digital Age
	Study Period 2 Jul - Sep	BUSN8007 Ethics, Sustainability and Governance	BUSN9150 Business Analytics	
	Study Period 3 Oct - Dec	BUSN9151 Trends in Business Finance	BUSN8009 Creating Resilient Supply Chains and Procurement	BUSN9153 Emerging Business Models: Disruptions, Collaboration and Competition
Second Year	Study Period 1 March - May	BUSN8008 Building Teams and Networks	BUSN9264 Consumer Behaviour	BUSN9017 Marketing Strategy and Decision Making
	Study Period 2 Jul - Sep	BUSN9049 Artificial Intelligence in Business Practice	BUSN9149 Researching Markets	
	Study Period 3 Oct - Dec	BUSN9147 Leading a Future Workforce	BUSN9155 Digital Marketing and Analytics	BUSN9243 International Marketing and Export Management

Master of Business Administration (Marketing)
Study Period 2 Commencing



First Year				
	Study Period 2 Jul - Sep	BUSN8007 Ethics, Sustainability and Governance	BUSN9150 Business Analytics	
	Study Period 3 Oct - Dec	BUSN9151 Trends in Business Finance	BUSN8009 Creating Resilient Supply Chains and Procurement	BUSN9153 Emerging Business Models: Disruptions, Collaboration and Competition
Second Year	Study Period 1 March - May	BUSN9146 Economic Environments: Assessing Current and Future Markets	BUSN8006 Driving Financial Performance	BUSN9148 Marketing in a Digital Age
	Study Period 2 Jul - Sep	BUSN9049 Artificial Intelligence in Business Practice	BUSN9149 Researching Markets	
	Study Period 3 Oct - Dec	BUSN9147 Leading a Future Workforce	BUSN9155 Digital Marketing and Analytics	BUSN9243 International Marketing and Export Management
Third Year	Study Period 1 March - May	BUSN8008 Building Teams and Networks	BUSN9264 Consumer Behaviour	BUSN9017 Marketing Strategy and Decision Making

First Year				
	Study Period 3 Oct - Dec	BUSN9151 Trends in Business Finance	BUSN8009 Creating Resilient Supply Chains and Procurement	BUSN9153 Emerging Business Models: Disruptions, Collaboration and Competition
Second Year	Study Period 1 March - May	BUSN9146 Economic Environments: Assessing Current and Future Markets	BUSN8006 Driving Financial Performance	BUSN9148 Marketing in a Digital Age
	Study Period 2 Jul - Sept	BUSN8007 Ethics, Sustainability and Governance	BUSN9150 Business Analytics	
	Study Period 3 Oct - Dec	BUSN9147 Leading a Future Workforce	BUSN9155 Digital Marketing and Analytics	BUSN9243 International Marketing and Export Management
Third Year	Study Period 1 March - May	BUSN8008 Building Teams and Networks	BUSN9264 Consumer Behaviour	BUSN9017 Marketing Strategy and Decision Making
	Study period 2 Jul - Sept	BUSN9049 Artificial Intelligence in Business Practice	BUSN9149 Researching Markets	