

**MBAMFP**  
**Master of Business Administration (Marketing)**  
**Study Planner**

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

**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](#)
- 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 AskFlinders request.
2. **In addition to the above, international students** will be required to complete BUSN9154 Working in Australia prior to enrolling in a Work Integrated Learning topic.
3. **Domestic students** can elect to swap one core topic for BUSN9154 Working in Australia if desired.