the four units listed in the Electronic Marketing & Information Management and Electronic Business discipline group:

Electronic Marketing
- MKTG8404 Special Topics in Marketing
- MKTG8405 Special Topics in Marketing
- MKTG8408 Marketing Analysis and Planning
- MKTG8502 Electronic Marketing

Electronic Business
- INMT7422 Information Systems Planning & Development Strategy
- MKTG8502 Electronic Marketing
- INMT8503 Logistic & Supply Chain Management
- EBUS8504 Electronic Business

and any five additional units from any of the listed discipline areas, including possibly more units in Electronic Marketing & Information Management and Electronic Business.

Profile of our Students and Graduates

Our students come from a variety of backgrounds. Most have studied previously within Arts, Business, Psychology, Human Movement or Education. Those entering at Graduate Diploma level are usually early in their career or alternatively making a change in career. Those entering the Master of HR and IR generally have more extensive work experience, including experience in the HR and/or IR area.

Our postgraduate student group has always included international students. Currently our international students come from a diverse range of countries, mostly from East Asia and Europe.

Our graduates are employed at various levels within private sector organisations in all industries; they also work for employer associations, such as the Chamber of Commerce and Industry, state and federal government bodies (such as the Department of Consumer and Employee Protection and the Department of Workplace Relations), and for employee associations or trade unions. Some also choose to operate as private consultants for organisations who do not employ full time practitioners.

For further information, including current fees, or to obtain an application form contact:

Student Centre:
Faculty of Economics and Commerce
Phone: +61 8 6488 2803
Fax: +61 8 6488 1086
Email: studentcentre@biz.uwa.edu.au
Mailbag: M254
35 Stirling Highway
CRAWLEY WA 6009

International students should contact:
International Centre
The University of Western Australia
35 Stirling Highway
Crawley, Western Australia, 6009
Phone: +61 8 6488 3939
Fax: +61 8 9382 4071
Email: international@uwa.edu.au
http://www.international.uwa.edu.au

Information in this publication was correct as at August 2006 but is subject to change from time to time. In particular, the University reserves the right to change the content and/or the method of presentation and/or the method of assessment of any unit of study, to withdraw any unit of study or program which it offers, to impose limitations on enrolment in any unit or program, and/or to vary arrangements for any program.
Welcome to the UWA Business School's postgraduate program.

You may study Electronic Marketing & Information Management or Electronic Business through the following postgraduate programs within the School of Business:

- Master of Electronic Marketing & Information Management
- Master of Electronic Business
- Master of Commerce by coursework

The first two are specialist courses comprising six units each. Alternatively, should you prefer to combine your studies of Electronic Marketing & Information Management & Electronic Business units from other discipline areas, you should consider the Master of Commerce by coursework.

All courses may be taken on either a full-time or part-time basis. Students may commence their studies at the beginning of the academic year or mid-year.

Master

The Master’s degree program provides advanced study for practitioners in the field of Electronic Marketing & Information Management or Electronic Business, who wish to upgrade their qualifications and skills and thereby enhance their career opportunities. This program requires prior study in Electronic Marketing & Information Management or Electronic Business, either in the form of the Graduate Diploma or the equivalent of an undergraduate major.

Admission Requirements

Entry into the Master is open to graduates with a Bachelor’s degree with a prescribed sequence in Electronic Marketing & Information Management or Electronic Business and at least two years work experience. Applicants must satisfy the Faculty that they have the capacity to benefit from the course. This means that an applicant’s past academic record will be considered. Applicants should be aware that some areas of study require a prior sequence of study in that area as preparation.

Duration

Two semesters full time, or the equivalent in part-time study.

Master of Electronic Marketing & Information Management

Course Requirements

Students are required to complete the following units:
- MKTG8502 Electronic Marketing
- INMT7526 Artificial Intelligence in Business

Plus One (1) Unit
- INMT7421 Information Management Research
- INMT7422 Information Systems Planning & Development Strategy

Plus One (1) Unit
- MKTG8462 Global Marketing Strategy
- EBUS8504 Electronic Business

Plus Two (2) Option Units
- MKTG8406 Buyer Behaviour and Decision Making
- INMT7461 Multivariate Analysis
- MKTG8463 Advanced Marketing Services
- MKTG7465 Advanced Marketing Research
- MKTG8501 Integrated Marketing Communications
- INMT8503 Logistics and Supply Chain Management
- MKTG8505 Societal, Environmental and Public Policy Marketing
- INMT8511 Advanced International Information Systems
- INMT7518 Computer Modelling Applications for Business

Master of Electronic Business

Course Requirements

Students are required to complete the following units:
- MKTG8462 Global Marketing Strategy
- MKTG8502 Electronic Marketing
- INMT8503 Logistics and Supply Chain Management
- EBUS8504 Electronic Business
- INMT7526 Artificial Intelligence in Business

Plus One (1) Option Unit
- MKTG8405 Special Topics in Marketing
- MKTG8406 Buyer Behaviour and Decision Making
- INMT7421 Information Management Research
- INMT7461 Multivariate Analysis
- MKTG8463 Advanced Marketing Services

Master of Commerce by coursework

For those students interested in combining their studies in Electronic Marketing & Information Management & Electronic Business with studies in other disciplines within the School of Business, the Faculty offers the Master of Commerce. It enables you to develop a specialisation at the Masters level and to complement it with new knowledge and skill areas along the way.

Admission Requirements

Entry into the course requires a Bachelor’s degree and applicants must satisfy the Faculty that they have the capacity to benefit from the course. This means that an applicant’s past academic record will be considered. Applicants should be aware that some areas of study require a prior sequence of study in that area as preparation.

Duration

Three semesters full time, or the equivalent in part-time study.

Course Requirements

Students are required to complete nine units comprising:
- At least one four-unit discipline group chosen from Accounting, Economics, Electronic Business, Electronic Marketing, Finance, Human Resource Management, Industrial Relations, Information Management, Managerial Accounting, Marketing
- Plus five electives chosen from the wide range of postgraduate units listed in the Faculty of Economics and Commerce regulations, and which may include units in the specialist discipline areas

Students interested in specialising in Electronic Marketing & Information Management or Electronic Business would take...