

>> Student Information

Student No: _____

>> Core Courses

All candidates shall satisfactorily complete courses to the value of 12 units.

At least one of these courses must be:

WINEMKTG 7049WT/EX Global Wine Market (3 units)

or

WINEMKTG 7067WT/EX Winery Business Management (6 units)

>> Elective Courses

(all electives have a value of 3 units)

- AGRIBUS 7009WT Issues in Australian Agribusiness
- AGRIBUS 7012WT International Agribusiness Environment
- AGRIBUS 7044WT Agricultural Business Management
- WINEMKTG 7003WT/EX Advertising and Promotion
- WINEMKTG 7005EX Wine and Food Tourism and Festivals
- WINEMKTG 7006WT/EX Wine Retail and Distribution Management
- WINEMKTG 7026EX Microeconomic Principles
- WINEMKTG 7030WT Wine and Society
- WINEMKTG 7033WT Research Methodology & Methods
- WINEMKTG 7035WT/EX International Wine Law
- WINEMKTG 7039WT/EX Applied Marketing Research
- WINEMKTG 7052WT Applied Management Science
- WINEMKTG 7053EX Introduction to Managerial and Financial Accounting
- WINEMKTG 7054EX Legal Issues in Wine Marketing
- WINEMKTG 7055WT/EX Wine and Food Marketing Principles
- WINEMKTG 7056WT/EX Internet Marketing and E-Commerce
- WINEMKTG 7057WT Food Marketing
- WINEMKTG 7058WT/EX International Marketing of Wine and Agricultural Products
- WINEMKTG 7059WT/EX Strategic Marketing Management
- WINEMKTG 7060EX Consumer Behavioural Analysis
- WINEMKTG 7063EX Macroeconomic Essentials for Wine & Food Business
- WINEMKTG 7065WT/EX Database Marketing for Food & Wine Business

Please note: These check sheets are to be used as a reference only. Program outlines are subject to change.