

Course enrolment planner

Bachelor of Business - BA-BUS10 Marketing Major

Unit Sequencing

The sequencing of units listed on your Course planner depends on unit availability, pre-requisite requirements and the semester in which you commenced your course. Changes to this planner may extend the duration of your course. Please speak to your Head of Program/Program Coordinator to plan your course.

Students should complete no more than 150 credit points (normally 12 units) at Introductory Level (i.e. ABC1XXXX).

Core Units

Unit details	Credit Points	Requisite	Completed (Y/N)
ACC10007 Financial Information for Decision Making	+12.5	Nil	
ECO10004 Economic Principles	+12.5	Nil	
MGT10001 Introduction to Management	+12.5	Nil	
MKT10007 Fundamentals of Marketing	+12.5	Nil	
BUS10012 Innovative Business Practice	+12.5	Nil	
INF10003 Introduction to Business Information Systems	+12.5	Nil	
BUS30024 Advanced Innovative Business Practice	+12.5	(P) 175 cps	
BUS30009	+12.5	(P) BUS30024	

+12.5

or BUS30010

Major Units

Industry Consulting Project

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
MKT20019 Marketing Research and Analytics	+12.5	(P) 87.5 cps AND MKT10007 or AVA10004	
MKT20021 Integrated Marketing Communication	+12.5	(P) MKT10007 or AVA10004	
MKT20025 Consumer Behaviour	+12.5	(P) MKT10007 or AVA10004	
MKT20031 Marketing and Innovation	+12.5	(P) MKT10007 or AVA10004	
MKT20032 Frontiers in Digital Marketing	+12.5	(P) MKT20031 or MKT20019 or MKT20024	
MKT30016 Marketing Strategy and Planning	+12.5	(P) 175 cps AND MKT20025	
MKT30017 Innovative Branding	+12.5	(P) 162.5 cps AND MKT20025	
MKT30018 Marketing Insights	+12.5	(P) 150 cps AND MKT20019	

Elective Units

Unit details	Credit Points	Requisite(s)	Completed (Y/N)
ICT10001 Problem Solving with ICT	+12.5	Nil	
MGT10002 Critical Thinking in Management	+12.5	(Con-req) MGT10001	
HRM10003 Human Resource Management	+12.5	(Con-req) MGT10001	
FIN10002 Financial Statistics	+12.5	Nil	
MGT20007# Organisational Behaviour	+12.5	(P) MME30001 AND 87.5 cps or ORG10003 AND 87.5 cps or MGT10001 AND 87.5 cps or AVA10001 AND AVA20003 AND 87.5 cps	
Elective	+12.5	Nil	
Elective	+12.5	Nil	
Elective	+12.5	Nil	
NOTE: 4 elective units are specific from units from any other major		ne remaining 4 units car	n be selected
MGT20007# (only applicable to this unit before enrolling in HRN	-		ssfully complete

INTI Units

Credit

Requisite(s)

Unit details

Unit details	Hours	Requisite(s)	(Y/N)
ENL2200 Introduction to Business English	+2	Nil	
WPS3000 Graduate Employability Module	+4	Nil	
WPS3888 Internship-Business	+4	Completion of 12 subjects	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+3	Nil	
MPU subject	+2	Nil	

NOTE: You **MUST** complete the above units to comply with MQA requirements. To

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enrol in these units, go to INTI Online Enrolment Portal.

How to use your course planner

The units in your planner are colour coded to assist you with mapping out your studies. Refer to the boxes below for an overview of your course requirements. Once you successfully complete a unit, under the "Completed" column, tick "Yes". Your course planner gives you a comprehensive overview of which units you have completed and which units you have remaining to complete. You will also be able to see if you meet the requisites before you enroll in your next unit/s.

Course Information

Course 300 Credit Points and 24 Credit hours

Core units 100 Credit points

A set of compulsory units you MUST complete as part of vour Course.

100 Credit points A set of compulsory units you

Major units

MUST complete as part of your Course.

Elective units A combination of elective units you

 $\textbf{MUST} \ \text{complete as part of your}$ Course.

24 credit hours

INTI Units

A set of 8 units you MUST complete to comply with MQA requirements.

Enrolment

Check 'My Enrolment' to ensure that you are planning to enrol in the right units, prioritising prerequisite and co-requisite units.

order, it can affect your enrolment into future units, and the duration to complete your course. Please note that 'My Enrolment' will

If you enrol in units in the wrong

only show Swinburne subjects.

Types of requisites Prerequisite (P) — you must complete

- this unit before enrolling in a following unit. · Co-requisites (Co-req) — you must
- complete this pair of units at the same · Concurrent prerequisites (Concurrentreq) — you may complete these units
- higher unit. **FAQs** How can I find more information about my course

either at the same time or before the

Where can I find out more about individual unit information?

Visit **Bachelor of Business** for

major options.

Visit the **Single Unit Search** page to search for additional unit content.

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Completed