

Course enrolment planner

Bachelor of Business - BA-BUS10
Marketing Major

Unit Sequencing

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 Course Coordinator/Academic Director to plan your course.

Introductory Level (i.e. ABC1XXXX).

Core Units

Unit details	Credit Points	Requisite(s)	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 Industry Consulting Project	+12.5	(P) BUS30024 OR BUS30010	

Major Units

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

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How to use your course planner

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

Core units
100 Credit points

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

Major units
100 Credit points

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

Elective units
100 Credit points

A combination of elective units you **MUST** complete as part of your course.

Enrolment

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

If you enrol in units in the wrong order, it can affect your enrolment into future units, and the duration to complete your course.

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 time.
- Concurrent prerequisites (Concurrent req) — you may complete these units either at the same time or before the higher unit.

FAQs

How can I find more information about my course

Visit **Bachelor of Business** for major options.

Where can I find out more about individual unit information?

Visit the [Single Unit Search](#) page to search for additional unit content.

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