

Bachelor of Business

Marketing Major - BA-BUS10

Recommended Sequence

Units are listed on your Course Planner in a recommended sequence. However this can be amended depending on unit availability, prerequisite requirements and the semester in which you commenced your course. Changes to this planner may extend the duration of your course.

Year One

Semester 1		Semester 2	
ACC10007 Financial Information for Decision Making	+12.5	BUS10012 Innovative Business Practice	+12.5
ECO10004 Economic Principles	+12.5	INF10003 Introduction to Business Information Systems	+12.5
MGT10001 Introduction to Management	+12.5	MKT20031 Marketing and Innovation	+12.5
MKT10007 Fundamentals of Marketing	+12.5	MKT20025 Consumer Behaviour	+12.5

Year Two

Semester 1		Semester 2	
MKT20021 Intergrated Marketing Communication	+12.5	MKT20032 Frontiers in Digital Marketing	+12.5
MKT20019 Marketing Research and Analytics	+12.5	MKT30018 Marketing Insights	+12.5
Elective	+12.5	Elective	+12.5
Elective	+12.5	Elective	+12.5

Optional

Professional Placement You can choose to add an additional 6 month or 1 year placement to your course. The maximum credit points to complete your course will be increased to accommodate the Professional Placement	+37.5- +100
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Year Three

Semester 1		Semester 2	
BUS30024 Advanced Innovative Business Practice	+12.5	BUS30009 Industry Consulting Project	+12.5
MKT30017 Innovative Branding	+12.5	MKT30016 Marketing Strategy and Planning	+12.5
Elective	+12.5	Elective	+12.5
Elective	+12.5	Elective	+12.5

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.

Course Information

Course 300 Credit Points

Core units
100 Credit points

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

First 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, or a Second Major, Co-Major, or a Minor.

Work Integrated Learning

A Professional Placement is a Work Integrated Learning (WIL) option. You can apply for a Professional Placement during your second year. More information on Professional Placement and other WIL options at **Work Integrated Learning**

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.

What's a full-time study load?

100 credit points (8 units per year)

What's a part-time study load?

50 credit points (4 units per year)

How can I plan my timetable?

Check the **University Timetable Planner** before enrolling into units.

