

Bachelor of Commerce (B1359) - major in Marketing

For students commencing in Semester 1 2020 at the South Street, Murdoch Campus

This sample study plan is based on the 2020 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

		Semester 1		Semester 2	
2020	Year 1	BUSI23 Management in a Global Environment 3pts BUSI63 Introduction to Accounting 3pts BUSI71 Foundations of Economics 3pts Option 3pts 12pts		MSP100 Career Learning: Managing Your Career 3pts BUSI24 Global Marketing 3pts BUSI22 Business in Society 3pts Option 3pts 12pts	
2021	Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning 3pts BUS225 Services, Relationship & Retail Marketing 3pts Option 3pts Option 3pts 12pts		BUS210 Marketing Research & Analysis 3pts BUS299 Consumer Behaviour 3pts Option 3pts Option 3pts 12pts	
2022	Year 3	BUS368 Cultures of Innovation 3pts BUS334 Business Analytics 3pts BUS359 Digital & Social Media Marketing 3pts Option 3pts 12pts		MSP201 Real-World Learning or BUS399 The Signature Experience 3pts BUS350 Strategic Marketing 3pts BUS370 Cross Cultural Marketing 3pts Option 3pts 12pts	