

Bachelor of Business (B1367) – major in Marketing

For students commencing in Semester 2 2021 at the South Street, Murdoch Campus

This sample enrolment plan is based on the 2021 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

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| | | Semester 1 | | | Semester 2 | | |
| 2021 | Year 1 | | | | BUSI24 Global Marketing | 3pts | |
| | | | | | BUSI23 Management in a Global Environment | 3pts | |
| | | | | | BUSI63 Introduction to Accounting | 3pts | |
| | | | | | Option | 3pts | |
| | | | | | | 12pts | |
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| 2022 | Year 1/2 | MSP100 Career Learning: Managing Your Career BSLI65 Foundations of Business Law BUSI71 Foundations of Economics Option | | 3pts | | BUS210 Marketing Research & Analysis | 3pts |
| | | | | | | BUS299 Consumer Behaviour | 3pts |
| | | | | | | Option | 3pts |
| | | | | | | Option | 3pts |
| | | | | | | | 12pts |
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| 2023 | Year 2/3 | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS225 Services, Relationship & Retail Marketing Option Option | | 3pts | | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning | 3pts |
| | | | | | | BUS350 Strategic Marketing | 3pts |
| | | | | | | BUS370 Cross Cultural Marketing | 3pts |
| | | | | | | Option | 3pts |
| | | | | | | | 12pts |
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| 2024 | Year 3 | BUS334 Business Analytics BUS359 Digital and Social Media Marketing Option Option | | 3pts | | | |
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| | | | | | | | 12pts |
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