

| <b>Bachelor of Business (B1367) – major in Marketing</b>  |               |   |       |   |       |
|---|---------------|---|-------|---|-------|
| <b>For students commencing in Semester 1 2023 at the South Street, Murdoch Campus</b>   |               |   |       |   |       |
| <b>This sample study plan is based on the 2023 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.</b> |               |   |       |   |       |
|   |               | <b>Semester 1</b>   |       | <b>Semester 2</b>                               |       |
| <b>2023</b>   | <b>Year 1</b> | <b>MSP100 Career Learning: Managing Your Career</b>         | 3pts  | <b>BUS171 Foundations of Economics</b>          | 3pts  |
|   |               | <b>BUS124 Global Marketing</b>                              | 3pts  | <b>BUS163 Introduction to Accounting</b>        | 3pts  |
|   |               | <b>BUS123 Management in a Global Environment</b>            | 3pts  | <b>BSL165 Foundations of Business Law</b>       | 3pts  |
|   |               | <b>Option</b>   | 3pts  | <b>Option</b>                                   | 3pts  |
|   |               |   | 12pts |   | 12pts |
| <b>2024</b>   | <b>Year 2</b> | <b>Part II Murdoch Spine Unit*</b>                          | 3pts  | <b>BUS210 Marketing Research &amp; Analysis</b> | 3pts  |
|   |               | <b>BUS225 Services, Relationship &amp; Retail Marketing</b> | 3pts  | <b>BUS299 Consumer Behaviour</b>                | 3pts  |
|   |               | <b>Option</b>   | 3pts  | <b>Option</b>                                   | 3pts  |
|   |               | <b>Option</b>   | 3pts  | <b>Option</b>                                   | 3pts  |
|   |               |   | 12pts |   | 12pts |
| <b>2025</b>   | <b>Year 3</b> | <b>Part II Murdoch Spine Unit*</b>                          | 3pts  | <b>BUS350 Strategic Marketing</b>               | 3pts  |
|   |               | <b>BUS334 Business Analytics</b>                            | 3pts  | <b>BUS370 Cross Cultural Marketing</b>          | 3pts  |
|   |               | <b>BUS359 Digital and Social Media Marketing</b>            | 3pts  | <b>Option</b>                                   | 3pts  |
|   |               | <b>Option</b>   | 3pts  | <b>Option</b>                                   | 3pts  |
|   |               |   | 12pts |   | 12pts |

\*Part II Murdoch Spine Unit: Career Learning Units (total 6 points). Select from the following:

1. MSP200 Building Enterprise Skills – 3 pts
2. MSP201 Real World Learning – 3 pts or MSP202 The Search for Everything: Data Analytics and Storytelling in the Twenty-First Century – 3 pts or COM208 Podcast Production and Streaming – 3 pts