

Bachelor of Business (B1367) – major in Marketing					
For students commencing in Semester 2 2023 at the South Street, Murdoch Campus					
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.					
		Semester 1		Semester 2	
2023	Year 1			BUS171 Foundations of Economics	3pts
				BUS124 Global Marketing	3pts
				BUS123 Management in a Global Environment	3pts
				TLC101 Communication Skills for Undergraduate Study or Part II Murdoch Spine Unit*	3pts
					12pts
2024	Year 2	MSP100 Career Learning: Managing Your Career	3pts	BUS210 Marketing Research and Analysis	3pts
		BUS163 Introduction to Accounting	3pts	BUS299 Consumer Behaviour	3pts
		BSL165 Foundations of Business Law	3pts	Option	3pts
		Option	3pts	Option	3pts
			12pts		12pts
2025	Year 3	Option	3pts	Part II Murdoch Spine Unit*	3pts
		BUS225 Services, Relationship and Retail Marketing	3pts	BUS350 Strategic Marketing	3pts
		Option	3pts	BUS370 Cross Cultural Marketing	3pts
		Option	3pts	Option	3pts
			12pts		12pts
2026	Year 4	BUS334 Business Analytics	3pts		
		BUS359 Digital and Social Media Marketing	3pts		
		Option	3pts		
		Option	3pts		
			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