

Bachelor of Business (B1367) – double major in Marketing, and Hospitality and Tourism Management					
For students commencing in Semester 1 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	MSP100 Career Learning: Managing Your Career	3pts	BUS171 Foundations of Economics	3pts
		BUS124 Global Marketing	3pts	BUS163 Introduction to Accounting	3pts
		BUS123 Management in a Global Environment	3pts	BSL165 Foundations of Business Law	3pts
		TOU101 Introduction to Tourism Systems	3pts	Option	3pts
			12pts		12pts
2024	Year 2	Part II Murdoch Spine Unit*	3pts	BUS210 Marketing Research & Analysis	3pts
		BUS225 Services, Relationship & Retail Marketing	3pts	BUS299 Consumer Behaviour	3pts
		TOU221 Sustainable Tourism	3pts	BUS293 Organisation Theory & Behaviour	3pts
		BSL204 Tourism and Hospitality Law	3pts	Option	3pts
			12pts		12pts
2025	Year 3	Part II Murdoch Spine Unit*	3pts	BUS350 Strategic Marketing	3pts
		BUS334 Business Analytics	3pts	BUS370 Cross Cultural Marketing	3pts
		BUS359 Digital and Social Media Marketing	3pts	TOU323 Destination Management	3pts
		Option	3pts	BUS338 Global Strategic Management	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