

Bachelor of Business (B1367) – major in Marketing

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

This sample enrolment 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	BUS123 Management in a Global Environment	3pts	MSP100 Career Learning: Managing Your Career	3pts
		BUS163 Introduction to Accounting	3pts	BUS124 Global Marketing	3pts
		BUS171 Foundations of Economics	3pts	BSL165 Foundations of Business Law	3pts
		Option	3pts	Option	3pts
			12pts		12pts
2021	Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts	BUS210 Marketing Research & Analysis	3pts
		BUS225 Services, Relationship & Retail Marketing	3pts	BUS299 Consumer Behaviour	3pts
		Option	3pts	Option	3pts
		Option	3pts	Option	3pts
			12pts		12pts
2022	Year 3	BUS334 Business Analytics	3pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts
		BUS359 Digital and Social Media Marketing	3pts	BUS350 Strategic Marketing	3pts
		Option	3pts	BUS370 Cross Cultural Marketing	3pts
		Option	3pts	Option	3pts
			12pts		12pts