

# Bachelor of Business

## Marketing and International Business

For students commencing in Semester 1 2024 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	Pts	Semester 2	Pts
2024	Year 1	Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3	BUS171Foundations of Economics	3
		BUS124Global Marketing	3	BUS163Introduction to Accounting	3
		BUS123Management in a Global Environment	3	MSP100Career Learning: Managing Your Career	3
		BSL165Foundations of Business Law	3	BUS210Marketing Research and Analysis	3
			12		12
2025	Year 2	BUS211International Logistics	3	BUS341Business Negotiations: An International Perspective	3
		BUS212Introduction to International Finance	3	BUS299Consumer Behaviour	3
		BUS219International Business	3	BUS370Cross Cultural Marketing	3
		BUS225Services, Relationship and Retail Marketing	3	Spine Unit 3 or equivalent	3
			12		12
2026	Year 3	BUS359Digital and Social Media Marketing	3	BUS338Global Strategic Management	3
		BUS334Business Analytics	3	BUS350Strategic Marketing	3
		BUS284Comparative Corporate Governance and International Operations	3	General elective	3
		General elective	3	General elective	3
			12		12
				<b>Total</b>	<b>72</b>