

Bachelor of Business

Marketing

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	General elective	3
			12		12
2025	Year 2	BUS225Services, Relationship and Retail Marketing	3	BUS210Marketing Research and Analysis	3
		General elective	3	BUS299Consumer Behaviour	3
		General elective	3	General elective	3
		General elective	3	General elective	3
			12		12
2026	Year 3	BUS334Business Analytics	3	BUS350Strategic Marketing	3
		BUS359Digital and Social Media Marketing	3	BUS370Cross Cultural Marketing	3
		Spine Unit 3 or equivalent	3	General elective	3
		General elective	3	General elective	3
			12		12
				Total	72