

# Bachelor of Business – Business Law and Marketing

Academic Chair: Natalie van der Waarden /David Zhang

Start Date: Semester 2 2025

Year 1 – 2025			Semester 2 Units	CP
			BUS171 Foundations of Economics	3
			BUS163 Introduction to Accounting	3
			MSP100 Career Learning: Managing Your Career	3
			BUS124 Global Marketing	3
			Total	12
Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS299 Consumer Behaviour	3
	BSL165 Foundations of Business Law	3	BUS278 Content Marketing	3
	BUS123 Management in a Global Environment	3	BUS210 Marketing Research and Analysis	3
	General elective	3	General elective	3
	Total	12	Total	12
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS225 Services, Relationship and Retail Marketing	3	BSL305 Company Law	3
	BSL201 Finance Law	3	BUS350 Strategic Marketing	3
	BSL205 Commercial Law	3	BSL202 Employment Law	3
	BUS279 Digital and Social Media Marketing	3	BSL301 Business Ethics	3
	Total	12	Total	12
Year 3 - 2028	Semester 1 Units	CP		
	Spine Level 3	3		
	Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3		
	General elective	3		
	General elective	3		
	Total	12		

**TOTAL CREDIT POINTS 72**

## Notes

Course Core  
Spine Units

Marketing major units  
Marketing specified elective units  
Business Law Units

**Please note:** This course plan is a sample only and must be read in conjunction with the full course structure, unit prerequisites and enrolment options as outlined in the [Handbook](#). Students should note that due to unit prerequisites, commencing study in Semester 2 may extend the duration of the course. This information is correct as at 09/07/2024