Bachelor of Business – Marketing

Academic Chair: David Zhang   **Start Date:**   Semester 2 2025

fYear 1 – 2025			Semester 2 Units	CP
			BUS124 Global Marketing	3
			BUS171 Foundations of Economics	3
			MSP100 Career Learning: Managing Your Career	3
			General elective	3
			Total	12

Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3	BUS210 Marketing Research and Analysis	3
	BUS123 Management in a Global Environment	3	BUS299 Consumer Behaviour	3
	BUS163 Introduction to Accounting	3	BUS278 Content Marketing	3
	BSL165 Foundations of Business Law	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	BUS350 Strategic Marketing	3
	BUS279 Digital and Social Media Marketing	3	General elective	3
	General elective	3	General elective	3
	General elective	3	General elective	3
	Total	12	**Total**	12

Year 4 - 2028	Semester 1 Units	CP		
	Spine Unit 3 or equivalent	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

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