

Bachelor of Business – Marketing

Academic Chair: David Zhang

Start Date: Semester 1 2026

For students commencing in Semester 1:

Semester 1 2026		Semester 2 2026	
Choose all of these units	BUS171 Foundations of Economics BUS124 Global Marketing	Choose all of these units	BUS123 Management in a Global Environment BSL165 Foundations of Business Law BUS163 Introduction to Accounting Discovery Unit
Choose two of these units	BUS109 The Innovator's Mindset (if Entrepreneur & Innovation major MJ-EI) Or TOU101 Introduction to Tourism Systems (if Hospitality & Tourism major MJ-HTMA) Or BUS140 Introduction to Finance (Accounting MJ-ACCT or Finance MJ-FINA Major) Or Elective (if other major) Or TLC101 Communication Skills for Undergraduate Study (recommended general elective)		

Notes for students:

- If you are doing a double major, you can refer above, use the course visualiser or see your academic chair
- To use the [course visualiser](#) select your course to commence
- [Academic chair contacts](#): you can search by name or course name (eg Bachelor of Business result is: **B1367 Bachelor of Business**; Academic Chair [David Zhang](#))

Year 1 – 2026	Semester 1 Units	CP	Semester 2 Units	CP
	See above		See above	
	Total	12	Total	12
Year 2 – 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS225 Services, Relationship and Retail Marketing	3	BUS210 Marketing Research and Analysis	3
	BUS279 Digital and Social Media Marketing	3	BUS299 Consumer Behaviour	3
	General elective	3	BUS278 Content Marketing	3
	General elective	3	General elective	3
	Total	12	Total	12
Year 3 – 2028	Semester 1 Units	CP	Semester 2 Units	CP
	General elective	3	BUS350 Strategic Marketing	3
	Specified Elective: BUS391 Search Engine OR BUS334 Business Analytics	3	General elective	3
	General elective	3	General elective	3
	General elective	3	General elective	3
	Total	12	Total	12

TOTAL CREDIT POINTS 72

Notes

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