

# B1367 Bachelor of Business – Marketing

Academic Chair: Pieter van Schalkwyk

Start Date:

Semester 2 2026

Year 1 – 2026			Semester 2 Units	CP
			BUS171 Foundations of Economics	3
			BUS124 Global Marketing	3
			Elective (if required for major, or general elective)	3
			Discovery Unit	3
Year 2 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS123 Management in a Global Environment	3	BUS210 Marketing Research and Analysis	3
	BSL165 Foundations of Business Law	3	BUS299 Consumer Behaviour	3
	BUS163 Introduction to Accounting	3	BUS278 Content Marketing	3
	Elective (if required for major, or general elective) OR TLC101 Communication Skills for Undergraduate Study (recommended general elective)	3	General elective	3
				<b>Total</b>
Year 3 - 2028	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
	<b>Total</b>		12	<b>Total</b> 12
Year 4 - 2029	Semester 1 Units	CP		
	Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics	3		
	General elective	3		
	General elective	3		
	General elective	3		
	<b>Total</b>		12	

**TOTAL CREDIT POINTS 72**

## Notes

### Recommended General Electives:

BUS122 Business in Society

BUS201 Contemporary Issues in Business

**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 07/05/2026