B1367 Bachelor of Business – Marketing

Academic Chair: David Zhang **Start Date:** Semester 1 2027

	Semester 1 Units	CP	Semester 2 Units	CP
Year 1 – 2027	BUS171 Foundations of Economics	3	BUS123 Management in a Global Environment	3
	General elective (TLC101 Communication Skills for Undergraduate Study recommended)	3	BSL165 Foundations of Business Law	3
	BUS163 Introduction to Accounting	3	BUS124 Global Marketing	3
	General elective (BUS122 Business In Society recommended)	3	Discovery Unit	3
	Total	12	**Total**	12
	Semester 1 Units	**CP**	**Semester 2 Units**	**CP**
Year 2 - 2028	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
	Semester 1 Units	**CP**	**Semester 2 Units**	**CP**
Year 3 - 2029	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	
Recommended General Electives: BUS122 Business in Society BUS201 Contemporary Issues in Business BUS276 Global Competency and Employability BUS386 Business Systems & Analytics BUS387 Sustainability Governance and Disclosure	

This information is correct at this date: 25/08/2026

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.