

Bachelor of Business – Marketing & EI

Academic Chair: David Zhang

Start Date: Semester 1 2025

	Semester 1 Units	CP	Semester 2 Units	CP
	Year 1 – 2025	Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS123 Management in a Global Environment
BUS124 Global Marketing		3	BUS163 Introduction to Accounting	3
BUS171 Foundations of Economics		3	BUS220 Foundations of Entrepreneurship	3
BUS109 The Innovator’s Mindset		3	BUS210 Marketing Research and Analysis	3
Total		12		Total
Year 2 - 2026	BSL165 Foundations of Business Law	3	BUS299 Consumer Behaviour	3
	MSP100 Career Learning: Managing Your Career	3	BUS278 Content Marketing – new unit	3
	BUS279 Digital and Social Media Marketing – new unit	3	BUS221 Entrepreneurial Strategy	6
	BUS225 Services, Relationship and Retail Marketing	3		
	Total	12		Total
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	BUS363 Scaling Agile projects	3	BUS350 Strategic Marketing	3
	BUS354 Leading Emerging Futures	3	BUS366 The Compelling Entrepreneur	3
	Specified Elective: BUS391 Search Engine Marketing – new unit OR BUS334 Business Analytics	3	BUS380 Entrepreneurial Finance	3
	General elective	3	Spine Unit 3 or equivalent	3
	Total	12		Total

TOTAL CREDIT POINTS 72

Notes

Course Core
 Spine Units
 Marketing major units
 Marketing specified elective units
 Entrepreneurship and Innovation 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