

Bachelor of Business – Marketing and International Business

Academic Chair: David Zhang

Start Date: Semester 2 2025

| Year 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 TLC101 Communication Skills for Undergraduate Study | 3 | BUS341 Business Negotiations: An International Perspective | 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 | BUS210 Marketing Research and Analysis | 3 |
| | Total | 12 | Total | 12 |
| Year 3 - 2027 | Semester 1 Units | CP | Semester 2 Units | CP |
| | BUS211 International Logistics | 3 | BUS338 Global Strategic Management | 3 |
| | BUS212 Introduction to International Finance | 3 | BUS350 Strategic Marketing | 3 |
| | BUS219 International Business | 3 | General elective | 3 |
| | BUS279 Digital and Social Media Marketing | 3 | General elective | 3 |
| | Total | 12 | Total | 12 |
| Year 4 - 2028 | Semester 1 Units | CP | | |
| | Spine Unit 3 or equivalent | 3 | | |
| | BUS284 Comparative Corporate Governance and International Operations | 3 | | |
| | BUS225 Services, Relationship and Retail Marketing | 3 | | |
| | Specified Elective: BUS391 Search Engine Marketing OR BUS334 Business Analytics | 3 | | |
| | Total | 12 | | |

TOTAL CREDIT POINTS 72

Notes

Course Core
 Spine Units
 Marketing major units
 Marketing specified elective units
 International Business Units

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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