

Bachelor of Business (BI367) – major in Marketing

For students commencing in Semester 1 2019 at the South Street, Murdoch Campus

This sample study plan is based on the 2019 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

Academic Chair: Mr John Murphy (J.Murphy@murdoch.edu.au)

	Semester 1		Semester 2	
Year 1	BUSI23 Management in a Global Environment BUSI63 Introduction to Accounting BUSI71 Foundations of Economics Option	3pts 3pts 3pts 3pts <hr/> 12pts	MSP100 Career Learning: Managing Your Career BUSI24 Global Marketing BSLI65 Foundations of Business Law Option	3pts 3pts 3pts 3pts <hr/> 12pts
Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS225 Services, Relationship & Retail Marketing Option Option	3pts 3pts 3pts 3pts <hr/> 12pts	BUS210 Marketing Research & Analysis BUS299 Consumer Behaviour Option Option	3pts 3pts 3pts 3pts <hr/> 12pts
Year 3	BUS334 Business Analytics BUS359 Digital and Social Media Marketing Option Option	3pts 3pts 3pts 3pts <hr/> 12pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS350 Strategic Marketing BUS370 Cross Cultural Marketing Option	3pts 3pts 3pts 3pts <hr/> 12pts