

Bachelor of Business (BI367) – double major in Marketing, and Global Media and Communications

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 COMI05 Critical Web Literacy	3pts 3pts 3pts 3pts 12pts	MSP100 Career Learning: Managing Your Career BUSI24 Global Marketing BSL165 Foundations of Business Law COMI03 Foundations of Communication	3pts 3pts 3pts 3pts 12pts
Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS225 Services, Relationship & Retail Marketing COM201 Social, Games and Mobile Media Option	3pts 3pts 3pts 3pts 12pts	BUS210 Marketing Research & Analysis BUS299 Consumer Behaviour COM204 Global Media and Culture COM205 Media Governance and Globalisation	3pts 3pts 3pts 3pts 12pts
Year 3	BUS334 Business Analytics BUS359 Digital and Social Media Marketing COM302 Web Analytics COM304 Communicating Global Issues	3pts 3pts 3pts 3pts 12pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS350 Strategic Marketing BUS370 Cross Cultural Marketing COM303 Media Audiences	3pts 3pts 3pts 3pts 12pts