

Bachelor of Business (BI367) – double major in Marketing, and International Aid and Development

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 COD125 Introduction to Community Development	3pts 3pts 3pts 3pts 12pts	MSP100 Career Learning: Managing Your Career BUSI24 Global Marketing BSL165 Foundations of Business Law SUSI00 Introduction to Sustainable Development	3pts 3pts 3pts 3pts 12pts
Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS225 Services, Relationship & Retail Marketing POL298 International Political Economy SUS207 Overseas Aid and International Development	3pts 3pts 3pts 3pts 12pts	BUS210 Marketing Research & Analysis BUS299 Consumer Behaviour POL226 Sex and Gender Matters Option	3pts 3pts 3pts 3pts 12pts
Year 3	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS334 Business Analytics BUS359 Digital and Social Media Marketing SUS310 Sustainable Urban Communities	3pts 3pts 3pts 3pts 12pts	BUS350 Strategic Marketing BUS370 Cross Cultural Marketing COD302 Creative Ways to Work with Community SUS309 International Aid and Development in Practice	3pts 3pts 3pts 3pts 12pts