

Bachelor of Business (BI367) – double major in Marketing, and Journalism

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 COMI09 Introduction to Digital Media Skills	3pts 3pts 3pts 3pts 12pts	MSP100 Career Learning: Managing Your Career BUSI24 Global Marketing BSLI65 Foundations of Business Law COMI04 Digital Newsgathering and Reporting	3pts 3pts 3pts 3pts 12pts
Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS225 Services, Relationship & Retail Marketing COM245 Media Law and Ethics Option	3pts 3pts 3pts 3pts 12pts	BUS210 Marketing Research & Analysis BUS299 Consumer Behaviour COM240 Journalism and Society COM217 Online and Mobile Journalism	3pts 3pts 3pts 3pts 12pts
Year 3	BUS334 Business Analytics BUS359 Digital and Social Media Marketing COM301 Video Journalism COM302 Web Analytics	3pts 3pts 3pts 3pts 12pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS350 Strategic Marketing BUS370 Cross Cultural Marketing COM322 Digital Newsroom	3pts 3pts 3pts 3pts 12pts