

Bachelor of Business (BI367) – double major in Marketing, and Strategic Communications (VI)

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 | BUS123 Management in a Global Environment | 3pts | MSP100 Career Learning: Managing Your Career | 3pts |
| | BUS171 Foundations of Economics | 3pts | BUS124 Global Marketing | 3pts |
| | COM107 Strategic Communication | 3pts | BSL165 Foundations of Business Law | 3pts |
| | COM109 Introduction to Digital Media Skills | 3pts | BUS163 Introduction to Accounting | 3pts |
| | | 12pts | | 12pts |
| Year 2 | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning | 3pts | BUS210 Marketing Research & Analysis | 3pts |
| | BUS225 Services, Relationship & Retail Marketing | 3pts | BUS299 Consumer Behaviour | 3pts |
| | COM202 Content Creation | 3pts | COM214 Communication Strategy and Planning | 3pts |
| | COM215 Public Relations in Society | 3pts | Option | 3pts |
| | | 12pts | | 12pts |
| Year 3 | BUS334 Business Analytics | 3pts | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning | 3pts |
| | BUS359 Digital and Social Media Marketing | 3pts | BUS350 Strategic Marketing | 3pts |
| | COM345 Issues and Crisis Management | 3pts | BUS370 Cross Cultural Marketing | 3pts |
| | COM302 Web Analytics | 3pts | COM307 Campaign Management | 3pts |
| | | 12pts | | 12pts |