

Bachelor of Business (B1367) – double major in Marketing, and Sustainable 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	BUS123 Management in a Global Environment	3pts	MSP100 Career Learning: Managing Your Career	3pts
	BUS163 Introduction to Accounting	3pts	BUS124 Global Marketing	3pts
	BUS171 Foundations of Economics	3pts	BSL165 Foundations of Business Law	3pts
	COD125 Introduction to Community Development	3pts	SUS100 Introduction to Sustainable Development	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
	SUS207 Overseas Aid and International Development	3pts	ENV245 Global and Regional Sustainability	3pts
	SUS203 Sustainability, Ecology and Communities	3pts	SUS305 Economics of Sustainability (Winter Term)	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
	SUS301 Resilient Regions (Summer Term)	3pts	BUS370 Cross Cultural Marketing	3pts
	SUS310 Sustainable Urban Communities	3pts	Option	3pts
		12pts		12pts