

Bachelor of Commerce (B1359) - 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 BUSI22 Business in Society COMI04 Digital Newsgathering and Reporting | 3pts 3pts 3pts 3pts 12pts |
| Year 2 | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning BUS368 Cultures of Innovation BUS225 Services, Relationship & Retail Marketing COM245 Media Law and Ethics | 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 |