

Bachelor of Commerce (B1359) - double major in Marketing, and Strategic Communications (v2)

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 | 3pts | MSP100 Career Learning: Managing Your Career | 3pts |
| | BUSI63 Introduction to Accounting | 3pts | BUSI24 Global Marketing | 3pts |
| | BUSI71 Foundations of Economics | 3pts | BUSI22 Business in Society | 3pts |
| | COMI07 Strategic Communication | 3pts | GRDI18 Introduction to Graphic Design | 3pts |
| | | 12pts | | 12pts |
| Year 2 | MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning | 3pts | BUS368 Cultures of Innovation | 3pts |
| | BUS225 Services, Relationship & Retail Marketing | 3pts | BUS210 Marketing Research & Analysis | 3pts |
| | COM202 Content Creation | 3pts | BUS299 Consumer Behaviour | 3pts |
| | COM215 Public Relations in Society | 3pts | COM214 Communication Strategy and Planning | 3pts |
| | | 12pts | | 12pts |
| Year 3 | BUS334 Business Analytics | 3pts | MSP201 Real-World Learning or BUS399 The Signature Experience | 3pts |
| | BUS359 Digital and Social Media Marketing | 3pts | BUS350 Strategic Marketing | 3pts |
| | COM345 Issues and Crisis Management | 3pts | BUS370 Cross Cultural Marketing | 3pts |
| | GRD263 Web Design | 3pts | COM307 Campaign Management | 3pts |
| | | 12pts | | 12pts |