

Bachelor of Business

Marketing

For students commencing in Semester 2 2024 at the South Street, Murdoch Campus.

This sample study plan is based on the 2024 course structure and offerings. It is the responsibility of students to ensure the correct availability of units in each semester of each academic year.

			Semester 1	Pts		Semester 2	Pts
2024	Year 1					MSP100Career Learning: Managing Your Career	3
						BUS124Global Marketing	3
						BUS123Management in a Global Environment	3
						General elective	3
							12
2025	Year 2		BUS171Foundations of Economics	3		BUS210Marketing Research and Analysis	3
			BUS163Introduction to Accounting	3		BUS299Consumer Behaviour	3
			BSL165Foundations of Business Law	3		General elective	3
			General elective	3		General elective	3
				12			12
2026	Year 3		Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3		Spine Unit 3 or equivalent	3
			BUS225Services, Relationship and Retail Marketing	3		BUS350Strategic Marketing	3
			General elective	3		BUS370Cross Cultural Marketing	3
			General elective	3		General elective	3
				12			12
2027	Year 4		BUS334Business Analytics	3			
			BUS359Digital and Social Media Marketing	3			
			General elective	3			
			General elective	3			
				12			
						Total	72

Spine Level 2*

Note: MSP201 is not self-enrolled. Please see the current application deadlines for this unit, in the MSP201 Handbook page. Application deadlines close prior the teaching period start date, and late applications are not accepted.