

# 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
				BUS171Foundations of Economics	3
				General elective	3
			12		12
2025	Year 2	BUS123 Management in Global Environment	3	BUS210Marketing Research and Analysis	3
		BUS163Introduction to Accounting	3	BUS299Consumer Behaviour	3
		BSL165Foundations of Business Law	3	Spine Level 2 or TLC101Communication Skills for Undergraduate Study	3
		General elective	3	General elective	3
			12		12
2026	Year 3	General Elective	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		
				<b>Total</b>	<b>72</b>