

# Bachelor of Business – Management and Marketing

Academic Chair: David Zhang

Start Date: Semester 1 2025

Year 1 – 2025	Semester 1 Units	CP	Semester 2 Units	CP
		Spine Level 2 or TLC101 Communication Skills for Undergraduate Study	3	BUS123 Management in a Global Environment
	BUS124 Global Marketing	3	BUS163 Introduction to Accounting	3
	BUS171 Foundations of Economics	3	BUS210 Marketing Research and Analysis	3
	BSL165 Foundations of Business Law	3	MSP100 Career Learning: Managing Your Career	3
	<b>Total</b>	12	<b>Total</b>	12
Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	BUS225 Services, Relationship and Retail Marketing	3	BUS230 Change Management	3
	BUS219 International Business	3	BUS299 Consumer Behaviour	3
	BUS279 Digital and Social Media Marketing – new unit	3	BUS278 Content Marketing – new unit	3
	BUS363 Scaling Agile projects	3	General elective	3
	<b>Total</b>	12	<b>Total</b>	12
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Unit 3 or equivalent	3	BUS350 Strategic Marketing	3
	BUS293 Organisational Theory and Behaviour	3	BUS338 Global Strategic Management	3
	BUS334 Business Analytics	3	BUS368 Cultures of Innovation	3
	<b>Specified Elective:</b> BUS391 Search Engine Marketing – new unit OR BUS334 Business Analytics	3	General elective	3
	<b>Total</b>	12	<b>Total</b>	12

**TOTAL CREDIT POINTS 72**

## Notes

Course Core  
Spine Units  
Marketing major units  
Marketing specified elective units  
Management Units

**Please note:** This course plan is a sample only and must be read in conjunction with the full course structure, unit prerequisites and enrolment options as outlined in the [Handbook](#). Students should note that due to unit prerequisites, commencing study in Semester 2 may extend the duration of the course. This information is correct as at 09/07/2024