

Bachelor of Business – Marketing

Academic Chair: David Zhang

Start Date: Semester 1 2025

	Semester 1 Units	CP	Semester 2 Units	CP
	Year 1 – 2025	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	MSP100 Career Learning: Managing Your Career	3
BSL165 Foundations of Business Law		3	General elective	3
Total			12	Total
Year 2 - 2026	Semester 1 Units	CP	Semester 2 Units	CP
	BUS225 Services, Relationship and Retail Marketing	3	BUS210 Marketing Research and Analysis	3
	BUS279 Digital and Social Media Marketing – new unit	3	BUS299 Consumer Behaviour	3
	General elective	3	BUS278 Content Marketing – new unit	3
	General elective	3	General elective	3
	Total		12	Total
Year 3 - 2027	Semester 1 Units	CP	Semester 2 Units	CP
	Spine Unit 3 or equivalent	3	BUS350 Strategic Marketing	3
	Specified Elective: BUS391 Search Engine Marketing – new unit OR BUS334 Business Analytics	3	General elective	3
	General elective	3	General elective	3
	General elective	3	General elective	3
	Total		12	Total

TOTAL CREDIT POINTS 72

Notes
<p>Course Core Spine Units Marketing major units Marketing specified elective units</p>

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