Bachelor of Commerce (B1359) - double major in Marketing, and Games Art and Design (Games Design Stream)

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	BUS123 Management in a Global Environment	3pts	MSP100 Career Learning: Managing Your Career	3pts
	BUS163 Introduction to Accounting	3pts	BUS124 Global Marketing	3pts
	BUS171 Foundations of Economics	3pts	BUS122 Business in Society	3pts
	GAD154 Introduction to Games Art and Design	3pts	GAD164 3D Modelling	3pts
		12pts		12pts
Year 2	BUS368 Cultures of Innovation	3pts	BUS210 Marketing Research & Analysis	3pts
	BUS225 Services, Relationship & Retail Marketing	3pts	BUS299 Consumer Behaviour	3pts
	BUS334 Business Analytics	3pts	GAD232 Critical Games, Play and Design	3pts
	GAD261 Games Art	3pts	GAD210 Technical Art and Games Engine Scripting	3pts
		12pts		12pts
Year 3	BUS359 Digital and Social Media Marketing	3pts	MSP201 Real-World Learning or BUS399 The Signature Experience	3pts
	GAD361 VR, Platforms, and Publishing	3pts	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts
	GAD375 Games Design and Prototyping	3pts	BUS350 Strategic Marketing	3pts
	GAD379 Mobile App and Interaction Design	3pts	BUS370 Cross Cultural Marketing	3pts
		12pts		12pts