

Bachelor of Commerce (B1359) - double major in Marketing, and Strategic Communications (v1)

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	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts	MSP100 Career Learning: Managing Your Career	3pts
	BUS225 Services, Relationship & Retail Marketing	3pts	BUS124 Global Marketing	3pts
	COM202 Content Creation	3pts	BUS122 Business in Society	3pts
	COM215 Public Relations in Society	3pts	BUS171 Foundations of Economics	3pts
		12pts		12pts
Year 2	MSP200 Career Learning: Developing Skills or MSP201 Real-World Learning	3pts	BUS368 Cultures of Innovation	3pts
	BUS225 Services, Relationship & Retail Marketing	3pts	BUS210 Marketing Research & Analysis	3pts
	COM202 Content Creation	3pts	BUS299 Consumer Behaviour	3pts
	COM215 Public Relations in Society	3pts	COM214 Communication Strategy and Planning	3pts
		12pts		12pts
Year 3	BUS334 Business Analytics	3pts	MSP201 Real-World Learning or BUS399 The Signature Experience	3pts
	BUS359 Digital and Social Media Marketing	3pts	BUS350 Strategic Marketing	3pts
	COM345 Issues and Crisis Management	3pts	BUS370 Cross Cultural Marketing	3pts
	COM302 Web Analytics	3pts	COM307 Campaign Management	3pts
		12pts		12pts