# BACHELOR OF BUSINESS AND COMMERCE 2224

## MARKETING COMMUNICATION MAJOR

<table>
<thead>
<tr>
<th>Year level 1</th>
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<tbody>
<tr>
<td>Semester 1</td>
<td>Core (Compulsory) MKW1120 Marketing theory and practice</td>
<td>Core (Compulsory) BTW1200 Business law</td>
<td>Core (Compulsory) ETW1102 Business statistics</td>
<td>Core (Compulsory) MGW1010 Introduction to management</td>
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<td>Semester 2</td>
<td>Core (Compulsory) AFW1001 Introductory accounting A</td>
<td>Core (Compulsory) ECW1101 Introductory microeconomics</td>
<td>Major (Compulsory) MGW1100 Managerial communication</td>
<td>Major (Compulsory) MKW2402 Consumer behaviour</td>
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<th>Year level 2</th>
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<tbody>
<tr>
<td>Semester 1</td>
<td>Major (Compulsory) MKW2460 Integrated marketing communication (MKW2402)</td>
<td>Elective 1 Student Choice</td>
<td>Elective 2 Student Choice</td>
<td>Elective 3 Student Choice</td>
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<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MKW2231 Advertising media strategy (MKW2460 or MKW2211)</td>
<td>Major (Choice 1) Student Choice Any Marketing unit from this faculty</td>
<td>Elective 4 Student Choice</td>
<td>Elective 5 Student Choice</td>
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<tr>
<td>Semester 1</td>
<td>Major (Compulsory) MKW2241 Advertising copywriting (MKW2460 or MKW2211)</td>
<td>Major (Compulsory) MKX3621 Advertising management (MKW2460 or MKW2211)</td>
<td>FBE Elective 1 Student Choice Any unit from this faculty</td>
<td>Elective 6 Student Choice</td>
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<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MKX3671 Advertising campaigns (MKW3621)</td>
<td>FBE Elective 2 Student Choice Any unit from this faculty</td>
<td>Elective 7 Student Choice</td>
<td>Elective 8 Student Choice</td>
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Prerequisites appear in brackets ( )

## RESPONSIBILITY FOR UNIT CHOICE

Students are advised that, while the course advisers will endeavour to give every possible assistance and advice concerning unit choice, the onus is on students to ensure that units selected meet degree regulations and requirements.


Students need to successfully complete 144 credit points in the correct combination of units to complete a single degree.

Students may complete no more than 10 first-year level units (60 points).

Students must complete a minimum of six third-year units (36 points), of which at least four units (24 points) must be from those offered by the faculty at Berwick campus.