B2000 – Bachelor of Business (Marketing Major)
Course Map (Commencing 2016, Caulfield)

Course Requirements

Students must complete units as specified in Parts A, B and C (144 points): a minimum of 96 points of business study over Part A and Part B, and 48 points of free electives in part C.

In choosing your units you must ensure that you complete no more than 10 level 1 units (60 points), and that you complete at least six units (36 points) at level 3 of which at least four units (24 points) being Bachelor of Business listed units from the campus of enrolment.

The course progression maps will assist you to plan how to meet the course requirements.

Units are six points unless otherwise specified.

Course Structure

This is a comprehensive course, structured in three equal parts:

Part A. Business specified study
This will provide you with a broad foundation for your study of business and expose you to several business disciplines. It will contribute breadth to your knowledge of business and develop your understanding of multi-disciplinary decision making in organisations. It will also give you the opportunity to learn more about each discipline before finalising your choice of major.

Students wishing to do an accounting major in their elective units, must complete ACF1100 Introduction to Financial Accounting.

Part B. Business listed major
This will provide you with a focused program of study that will develop your expertise in one discipline area. You will develop, apply and communicate an advanced level of understanding of the concepts and theoretical frameworks that constitute the knowledge base of your major area of study.

Part C. Free elective study
This will enable you to further develop your knowledge of your chosen major, or business more broadly, or study a second business major. Alternatively you can select units from across the University in which you are eligible to enrol.

Part A – Business specified study (48 points)

Students Complete:

- ACF1200 OR
- ACF1100
- BFF1001
- BTF1010
- ECF1100
- ETF1100
- MGF1010
- MKF1120

Accounting for managers – Semester 1 & 2
Introduction to financial accounting – Semester 1 & 2
Foundations of finance – Semester 1 & 2
Business law – Semester 1 & 2
Microeconomics – Semester 1 & 2
Business statistics – Semester 1 & 2
Introduction to management – Semester 1 & 2
Marketing theory and practice – Semester 1 & 2

Capstone Portfolio – select one unit from the list below

- BEX3000
- BEX3350
- BEX3450
- ACX3500
- BEX3622
- BEX3722
- BFX3871
- MKX3521
- BEX3006/BEX3106
- BEX3012/BEX3112
- BEX3024

Current issues in business – Semester 1 & 2 (Prerequisite: 96 credit points)
Investigative project in business – Semester 1 & 2 (Prerequisite: Permission required & 72 credit points)
Investigative project in business (12 points) – Semester 1 & 2
International study program in accounting – Summer A (Prerequisite: Permission required & ACC2100)
Issues in global business – Summer B (Prerequisite: Permission required & 48 credit points)
Engaging with international business – Summer A (Prerequisite: 96 credit points)
International study program in banking and finance – Summer A (Prerequisite: Permission required & BFF2140)
International study program in marketing – Summer A (Prerequisite: Permission required)
Industry based learning project – Semester 1 & 2 (Prerequisite: Permission required)
Industry based learning project (12 points) – Semester 1 & 2 (Prerequisite: Permission required)
Industry based learning project (24 points) – Semester 1 & 2 (Prerequisite: Permission required)
Part B – Business listed major (48 points)

Complete at least one business listed major from your campus of enrolment. A major requires eight units with no more than 2 units (12 points) at level 1 credited to the major and at least 3 units (18 points) at level 3 credited to the major.

Depending on the major you choose, you may have already studied one of the required units as part of your business specified study. If so, you must complete an additional business unit offered on your campus of enrolment to have at least 96 points from the Monash Business School.

If you intend to undertake an honours year, you should ensure you complete the specific units required for honours in your chosen major area of study.

Students complete:

a) The following eight units (48 points):

- MKF1120  Marketing theory and practice – Semester 1 & 2 (Completed in Part A)
- MKF2111  Buyer behaviour – Semester 1 & 2 (Prerequisite: MKF1120)
- MKF2801  Marketing insights – Semester 2 (Prerequisite: MKF1120)
- MKF3151  Marketing planning and strategy – Not offered 2016

b) Four units (24 points) from the following list, with at least 12 points at level 3:

- MKF2181  Marketing law – Semester 1 & 2 (Prerequisite: BTF1010)
- MKF2121  Marketing research methods – Semester 1 & 2 (Prerequisite: MKF1120)
- MKF2131  Marketing decision analysis – Semester 1 & 2 (Prerequisite: MKF2121)
- MKF2401  Marketing issues in packaging design – Semester 2 (Prerequisite: MKF1120)
- MKF2521  Brand management – Semester 1 & 2 (Prerequisite: MKF1120)
- MKF2540  Retail management principles – Semester 1 (Prerequisite: MKF1120)
- MKF3461  Marketing communication – Semester 1 & 2 (Prerequisite: MKF2111)
- MKF3471  Sales management and negotiation – Semester 1 (Prerequisite: MKF1120)
- MKF3621  Advertising management and campaigns – Semester 2 (Prerequisite: MKF3461)
- MKF3710  Specialised applications in marketing – Semester 1 (Prerequisite: MKF2111 and MKF2801)
- MKF3881  Digital marketing – Semester 1 & 2 (Prerequisite: MKF1120)
- MKX3481  Marketing channels – Semester 2 (Prerequisite: MKF1120)
- MKX3521  International study programs in marketing – Summer A (Prerequisite: Permission required)
- MKX3631  Marketing internship – Semester 1 & 2 (Prerequisite: Permission required)

Part C – Free elective study (48 points)

Elective units may be chosen from units available in the Bachelor of Business course, including units to extend your major or to complete a second major or minor(s). Note that at most two units may contribute towards two majors or a major and a minor.

Enrolment in Monash Business School units at campuses other than your campus of enrolment is subject to available capacity after students from that campus have enrolled. You should also be aware of travel and timetabling limitations.

Elective units may also be used to sample disciplines from across the University or to complete a major or minor(s) from another course if you have the required prerequisites and there are no restrictions on enrolment into the units.

For students in a double degree course, some units required for the other degree are credited as electives towards this Business degree.
**B2000 – Bachelor of Business (Marketing Major)**

**Recommended Course Progression (Commencing 2016)**

<table>
<thead>
<tr>
<th>Year 1</th>
<th>Semester 1</th>
<th>ACF1200 Accounting for managers or ACF1100 Introduction to financial accounting</th>
<th>ECF1100 Microeconomics</th>
<th>ETF1100 Business statistic</th>
<th>MGF1010 Introduction to management</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>MKF2801 Marketing insights</td>
<td>MKF1120 Marketing theory and practice</td>
<td>BTF1010 Business law</td>
<td>BFF1001 Foundations of finance</td>
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<thead>
<tr>
<th>Year 2</th>
<th>Semester 1</th>
<th>MKF2111 Buyer behaviour</th>
<th>Elective 1</th>
<th>Elective 2</th>
<th>Elective 3</th>
</tr>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Major Unit 3</td>
<td>Major Unit 4</td>
<td>Elective 4</td>
<td>Elective 5</td>
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<thead>
<tr>
<th>Year 3</th>
<th>Semester 1</th>
<th>Major Unit 5</th>
<th>Major Unit 6</th>
<th>Elective 6</th>
<th>Elective 7</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Major Unit 7</td>
<td>Capstone Portfolio Unit</td>
<td>Elective 8</td>
<td>Elective 9</td>
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**RESPONSIBILITY FOR UNIT CHOICE**

Students are advised that, while the course advisors 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 should refer to the University Handbook for information on course and unit details


**PROGRESSION TO HONOURS**

Students successfully completing the Bachelor of Business may proceed to a one year honours program leading to the Bachelor of Commerce (Honours). To be eligible to apply for entry into the Bachelor of Commerce (Honours), students must obtain a distinction grade average (70 percent) or above in 24 points of studies in relevant discipline units at level 3. In addition, some majors require particular units to be taken for admission to honours. The details are provided with the requirements for each major to which this applies.