# Course Structure (Commencing 2016, Caulfield)

## Course Requirements

- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Marketing.
- A minimum of 16 units (96 credit points) must be taken at Monash University, Caulfield Campus.
- Students can complete a maximum of 10 units (60 credit points) at first-year level.
- Students must complete a minimum of six units (36 credit points) at third-year level, of which four units (24 credit points) must be from the Bachelor of Business degree family, Caulfield Campus.

For students commencing with credit:
- A minimum of eight units (48 credit points) must be taken at Monash University, Caulfield Campus.
- A minimum of 12 units (72 credit points) must be taken at Monash University.

## Foundation Business Units

Students must complete three compulsory foundation units:

- **ACX1000**  Accounting for managers (Semesters 1 and 2)
- **ECF1100**  Microeconomics (Semesters 1 and 2)
- **ETF1100**  Business statistics (Semesters 1 and 2)

## Marketing Major Units

Students must complete all thirteen compulsory major units:

- **MKF1120**  Marketing theory and practice (Semesters 1 and 2)
- **MGF1010**  Introduction to management (Semesters 1 and 2)
- **MKF2111**  Buyer behavior (Semesters 1 and 2) Prerequisite MKF1120
- **MKF2801**  Marketing insights (Semester 2) Prerequisite MKF1120
- **MKF2121**  Marketing research methods (Semesters 1 and 2) Prerequisite MKF1120
- **MKF2131**  Marketing decision analysis (Semesters 1 and 2) Prerequisite MKF2121
- **MKF3121**  Marketing planning and implementation (Semesters 1 and 2) Prerequisites MKF1120, MKF2111
- **MKF3461**  Marketing communication (Semesters 1 and 2) Prerequisite MKF2111
- **MKF3131**  Strategic marketing **(Capstone Unit)** (Semesters 1 and 2) Prerequisites MKF2111 and MKF3121
- **BTF3181**  Marketing law (Semester 2) Prerequisite BTF1010

and three of the following units:

- **MKF2401**  Marketing issues in packing design (Semester 2) Prerequisite MKF1120
- **MKF2521**  Brand management (Semester 2) Prerequisite MKF1120
- **MKF2500**  Retail management principles (Semester 1) Prerequisite MKF1120
- **MKF3471**  Sales management and negotiation (Semester 1) Prerequisite MKF1120
- **MKF3710**  Specialised applications in marketing (Semester 1) Prerequisite MKF2111
- **MKF3881**  Digital marketing (Semesters 1 and 2) Prerequisite MKF1120
- **MKX3481**  Marketing channels (Semester 2) Prerequisite MKF1120
- **MKX3521**  International study program in marketing (Summer Semester A and T2-58) Permission required
- **MKF3621**  Advertising management and campaigns (Semester 2) Prerequisite MKF3461
- **MKX3631**  Marketing internship (Semesters 1 and 2) Permission required.

## Open Elective Units

Students must complete eight open elective units:

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Every effort has been made to ensure that the information provided is correct at the time of publication. Monash University reserves the right to alter this information should the need arise. September 2016.
<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Major (Compulsory) MKF1120 Marketing theory and practice 6 Pts</th>
<th>Foundation (Compulsory) ACX1000 Accounting for managers 6 Pts</th>
<th>Foundation (Compulsory) ECF1100 Microeconomics 6 Pts</th>
<th>Foundation (Compulsory) ETF1100 Business statistics 6 Pts</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MGF1010 Introduction to management 6 Pts</td>
<td>Major (Compulsory) MKF2111 Buyer behavior 6 Pts</td>
<td>Elective 1 Student Choice 6 Pts</td>
<td>Elective 2 Student Choice 6 Pts</td>
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<thead>
<tr>
<th>Year level 2</th>
<th>Semester 1</th>
<th>Major (Compulsory) MKF2801 Marketing Insights 6 Pts</th>
<th>Major (Compulsory) MKF2121 Marketing research methods 6 Pts</th>
<th>Elective 3 Student Choice 6 Pts</th>
<th>Elective 4 Student Choice 6 Pts</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MKF2131 Marketing decision analysis 6 Pts</td>
<td>Major (Compulsory) MKFXXX Marketing elective from specified list 6 Pts</td>
<td>Elective 5 Student Choice 6 Pts</td>
<td>Elective 6 Student Choice 6 Pts</td>
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<thead>
<tr>
<th>Year level 3</th>
<th>Semester 1</th>
<th>Major (Compulsory) MKF3121 Marketing planning and implementation 6 Pts</th>
<th>Major (Compulsory) MKF3461 Marketing Communication 6 Pts</th>
<th>Marketing elective unit from specified list 6 Pts</th>
<th>Elective 7 Student Choice 6 Pts</th>
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</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>Major (CAPSTONE UNIT) MKF3131 Strategic Marketing 6 Pts</td>
<td>Major (Compulsory) BTF3181 Marketing Law 6 Pts</td>
<td>Marketing elective unit from specified list 6 Pts</td>
<td>Elective 8 Student Choice 6 Pts</td>
<td></td>
</tr>
</tbody>
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RESPONSIBILITY FOR UNIT CHOICE: Students are advised that while the course advisors will endeavor to give every possible assistance and advice concerning unit choice, the onus is on the students to ensure that units selected meet degree regulations and requirements.