0556 – Bachelor of Arts and Bachelor of Business (Marketing)
Course Structure (commencing 2008)

Course Requirements

- Students must complete a total of 32 units (192 points) to complete the Bachelor of Arts and Bachelor of Business (Marketing).
- A minimum of 8 units (48 points) must be taken at Monash University, Caulfield Campus.
- A minimum of 12 units (72 points) must be taken at Monash University.

Additional Bachelor of Business degree requirements:

- Students may complete up to, but not exceeding 8 units (48 points) at first-year-level.
- Students must complete a minimum of four units (24 points) at third-year-level, from the Bachelor of Business degree family, Caulfield Campus.
- The unit MKF2331 Retail Promotion is excluded from this degree.

Faculty of Business and Economics Units:

Common Core Units

Students MUST complete all 6 compulsory common core units:

- AFF1110 Accounting for financial decision making
- BTF1010 Commercial law
- ECF1100 Microeconomics
- ETX1100 Business statistics
- MGF1010 Introduction to management
- MKF1120 Marketing theory and practice

Major Units

Students MUST complete a 10 unit major in Marketing. At least two units (12 points) must be completed at each of second and third-year levels.

Students MUST complete all 6 compulsory major units:

- MKF1120 Marketing theory and practice (also completed in common core)
- MKF2111 Buyer behaviour (Prerequisite: MKF1120)
- MKF2121 Market research methods (Prerequisites: MKF1120 & ETX1100)
- MKF3121 Marketing planning and implementation (Prerequisites: MKF2111, MKF2121 & MKF2131)
- MKF3131 Strategic marketing (Prerequisites: MKF2111 & MKF2121)
- MKF3461 Marketing communication (Prerequisite: MKF2111)

Students MUST complete an additional 4 major units from the following list:

- MKF2131* Marketing decision analysis (Prerequisite: MKF2121)
- MKF3141 Issues in competitive advantage (Prerequisites: AFF1110, BTF1010 & MKF1120)
- MKF3471 Sales management and negotiation (Prerequisite: MKF1120)
- MKF3531 International marketing (Prerequisite: MKF1120)
- MKX2521 Brand management (Prerequisite: MKF1120)
- MKX3481 Logistics and fulfilment (Prerequisite: MKF1120)
- MKX3621 Advertising management (Prerequisite: MKF3461)
- MKX3631 Marketing internship

Additional Business Units

Students MUST complete 1 additional Business and Economics unit offered on the Caulfield Campus

* Students must complete MKF2131 as an additional major unit as it is a prerequisite for a compulsory major unit.

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. October 2007.
## Faculty of Arts Units:

### Major Units

**Students MUST complete an arts discipline major (48 credit points):**

- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]
- [ ]

Major unit information can be found at:


### Minor Units

**Students MUST complete an arts discipline minor (24 credit points):**

- [ ]
- [ ]
- [ ]
- [ ]

### Additional First Year Sequence Units

**Students MUST complete an additional arts discipline first-year sequence (12 credit points):**

- [ ]
- [ ]

### Additional Arts Units

**Students MUST complete further 12 points in Arts units**

- [ ]
- [ ]

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**0556 – Bachelor of Arts and Bachelor of Business (Marketing)**

**Recommended Course Progression (commencing 2008)**

### First Year

#### Semester One

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>BA Major 1</th>
<th>BA Minor 1</th>
</tr>
</thead>
<tbody>
<tr>
<td>MGF1010</td>
<td>Introduction to management</td>
<td>1st year level</td>
<td>1st year level</td>
</tr>
<tr>
<td>MKF1120</td>
<td>Marketing theory and practice</td>
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#### Semester Two

<table>
<thead>
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<th>BA Major 2</th>
<th>BA Minor 2</th>
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<tbody>
<tr>
<td>ETX1100</td>
<td>Business statistics</td>
<td>1st year level</td>
<td>1st year level</td>
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<tr>
<td>MKF2111</td>
<td>Buyer behaviour</td>
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### Second Year

#### Semester One

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<th>Course Title</th>
<th>BA Major 3</th>
<th>BA Minor 3</th>
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</thead>
<tbody>
<tr>
<td>BTF1010</td>
<td>Commercial law</td>
<td>2nd year level</td>
<td>2nd year level</td>
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<tr>
<td>MKF2121</td>
<td>Market research methods</td>
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#### Semester Two

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<th>Course Title</th>
<th>BA Major 4</th>
<th>BA Minor 4</th>
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<tbody>
<tr>
<td>AFF1110</td>
<td>Accounting for financial decision making</td>
<td>2nd year level</td>
<td>2nd year level</td>
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<tr>
<td>MKF2131</td>
<td>Marketing decision analysis</td>
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### Third Year

#### Semester One

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<tr>
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<th>Course Title</th>
<th>BA Major 5</th>
<th>BA Major 1st year sequence 1</th>
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<tbody>
<tr>
<td>ECF1100</td>
<td>Microeconomics</td>
<td>2nd/3rd year level</td>
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</tr>
<tr>
<td>MKF3121</td>
<td>Marketing planning and implementation</td>
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#### Semester Two

<table>
<thead>
<tr>
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<th>Course Title</th>
<th>BA Major 6</th>
<th>BA Major 1st year sequence 2</th>
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</thead>
<tbody>
<tr>
<td>MKF3131</td>
<td>Strategic marketing</td>
<td>3rd year level</td>
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<tr>
<td>MKF3461</td>
<td>Marketing communication</td>
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### Fourth Year

#### Semester One

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<th>Course Code</th>
<th>Course Title</th>
<th>BA Major 7</th>
<th>BA Arts Faculty Elective 1</th>
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<td>Major unit choice 3</td>
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#### Semester Two

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<th>BA Arts Faculty Elective 2</th>
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<td>Major unit choice 4</td>
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<td>3rd year level</td>
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<tr>
<td>Additional Business unit</td>
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This is the recommended progression. It may be varied, however all prerequisite requirements must be met. Before changing the progression, first check the prerequisite requirements for all of your units and seek advice from the Faculty Office.