0314 – Bachelor of Business (Marketing)
Course Structure (commencing 2008)

Course Requirements

- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business (Marketing).
- A minimum of 8 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.
- Students may complete up to, but not exceeding 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 must be from the Bachelor of Business degree family, Caulfield Campus.

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

Marketing Major Units

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 fulfillment (Prerequisite: MKF1120)
- MKX3621 Advertising management (Prerequisite: MKF3461)
- MKX3631 Marketing internship

Faculty of Business and Economics Elective Unit

Students MUST complete one Faculty of Business and Economics elective unit offered on the Caulfield Campus:

Open Elective Units

Students MUST complete 8 open elective units:

1. 2. 3. 4. 5. 6. 7. 8.

* Students must complete MKF2131 as a major choice unit in order to meet the prerequisites for MKF3121.
### 0314 – Bachelor of Business (Marketing)

**Recommended Course Progression (commencing 2008)**

<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Core (Compulsory) MKF1120 Marketing theory and practice 6 Pts</th>
<th>Core (Compulsory) EFX1100 Business statistics 6 Pts</th>
<th>Core (Compulsory) AFF1110 Accounting for financial decision making 6 Pts</th>
<th>Core (Compulsory) BTF1010 Commercial law 6 Pts</th>
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</thead>
<tbody>
<tr>
<td>Semester 2</td>
<td>Core (Compulsory) ECF1100 Microeconomics 6 Pts</td>
<td>Core (Compulsory) MGF1010 Introduction to management 6 Pts</td>
<td>Elective 1 Student Choice 6 Pts</td>
<td>Elective 2 Student Choice 6 Pts</td>
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</tr>
<tr>
<td>Year level 2</td>
<td>Semester 1</td>
<td>Major (Compulsory) MKF2121 Marketing research methods 6 Pts</td>
<td>Major (Choice 1) Student Choice One of the marketing units listed 6 Pts</td>
<td>Elective 3 Student Choice 6 Pts</td>
<td>Elective 4 Student Choice 6 Pts</td>
</tr>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MKF2111 Buyer behaviour 6 Pts</td>
<td>Major (Choice 2) Student Choice One of the marketing units listed 6 Pts</td>
<td>Major (Choice 3) Student Choice One of the marketing units listed 6 Pts</td>
<td>Elective 5 Student Choice 6 Pts</td>
<td></td>
</tr>
<tr>
<td>Year level 3</td>
<td>Semester 1</td>
<td>Major (Choice 4) Student Choice One of the marketing units listed 6 Pts</td>
<td>Major (Compulsory) MKF3131 Strategic marketing 6 Pts</td>
<td>FBE Elective 1 Student Choice Any unit from this faculty 6 Pts</td>
<td>Elective 6 Student Choice 6 Pts</td>
</tr>
<tr>
<td>Semester 2</td>
<td>Major (Compulsory) MKF3461 Marketing communication 6 Pts</td>
<td>Major (Compulsory) MKF3121 Marketing planning and implementation 6 Pts</td>
<td>Elective 7 Student Choice 6 Pts</td>
<td>Elective 8 Student Choice 6 Pts</td>
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</tr>
</tbody>
</table>

**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.