0314 – Bachelor of Business (Marketing)
Course Structure (commencing 2011)

Course Requirements

- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business (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 6 units (36 credit points) at third-year-level, of which 4 must be from the Bachelor of Business degree family, Caulfield Campus.

For students commencing with credit:

- 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.

Common Core Units

Students MUST complete all 6 compulsory common core units:

- AFF1000 Principles of accounting and finance
- BTF1010 Commercial law
- ECF1100 Microeconomics
- ETX1100 Business statistics
- MGF1010 Introduction to management
- MKF1120 Marketing theory and practice

Marketing Major Units

Students MUST complete all 7 compulsory major units:

- MKF1120 Marketing theory and practice (also completed in common core)
- MKF2111 Buyer behaviour (Prerequisite: MKF1120)
- MKF2121 Market research methods (Prerequisites: MKF1120 or ETX1100 & PSY1022 – corequisite MKF2111)
- MKF2131 Marketing decision analysis (Prerequisite: MKF2121)
- MKF3121 Marketing planning and implementation (Prerequisites: MKF2111 & MKF2121)
- MKF3131 Strategic marketing (Prerequisites: MKF2111, MKF2121 & MKF3121)
- MKF3461 Marketing communication (Prerequisite: MKF1120 & MKF2111)

Students MUST complete 3 additional units from the level two and three units offered by the Department of Marketing at the Caulfield Campus. The unit BTF3181 may also be chosen as part of the marketing major in this degree.

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. 3. 5. 7.
2. 4. 6. 8.
### Recommended Course Progression (commencing 2011)

**Year level 1**

| Semester 1 | Core (Compulsory) MKF1120 Marketing theory and practice 6 Pts | Core (Compulsory) ETX1100 Business statistics 6 Pts | Core (Compulsory) AFF1000 Principles of accounting and finance 6 Pts | Core (Compulsory) MGF1010 Introduction to management 6 Pts |
| Semester 2 | Major (Compulsory) MKF2111 Buyer behaviour 6 Pts | Major (Compulsory) MKF2121 Marketing research methods 6 Pts | Core (Compulsory) BTF1010 Commercial law 6 Pts | Core (Compulsory) ECF1100 Microeconomics 6 Pts |

**Year level 2**

| Semester 1 | Major (Compulsory) MKF2131 Marketing Decision Analysis 6 Pts | FBE Elective 1 Student Choice Any unit from this faculty 6 Pts | Elective 1 Student Choice 6 Pts | Elective 2 Student Choice 6 Pts |
| Semester 2 | MKF3461 Marketing communication 6 Pts | Major (Choice 1) Student Choice One of the marketing units listed 6 Pts | Elective 3 Student Choice 6 Pts | Elective 4 Student Choice 6 Pts |

**Year level 3**

| Semester 1 | Major (Compulsory) MKF3121 Marketing planning and implementation 6 Pts Major (Compulsory) | Major (Choice 2) Student Choice One of the marketing units listed 6 Pts | Elective 5 Student Choice 6 Pts | Elective 6 Student Choice 6 Pts |
| Semester 2 | Major (Compulsory) MKF3131 Strategic marketing 6 Pts | Major (Choice 3) Student Choice One of the marketing units listed 6 Pts | Elective 7 Student Choice 6 Pts | Elective 8 Student Choice 6 Pts |

**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.