0314 – Bachelor of Business (Marketing)  
Course Structure (commencing 2012)

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.
- In addition to specific unit prerequisites, second-year level units require the successful completion of three first-year level units and third-year level units require the successful completion of two second-year level units.

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 Marketing research methods (Prerequisites: MKF1120 and ETX1100 or 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 undergraduate 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.
  - BTF3181 Marketing Law (Prerequisite: BTF1010)
  - MKF2401 Marketing issues in packaging design (Prerequisite: MKF1120)
  - MKF3001 Special studies unit (Prerequisite: by permission)
  - MKF3141 Issues in competitive advantage (Prerequisites: AFF1000, BTF1010 and MKF1120)
  - MKF3301 Services marketing (Prerequisites: MKF1120 and 7 other 1st year units)
  - MKF3471 Sales management and negotiation (Prerequisite: MKF1120)
  - MKF3500 Survey data analysis (Prerequisite: ETX2121 or MKF2121)
  - MKF3511 Monash Australian marketing study program (Prerequisite: must have passed 48 cpts including 12 cpts from Department of Marketing)
  - MKF3521 International study program in marketing (Prerequisite: as MKF3511)
  - MKF3531 International marketing (Prerequisite: MKF1120)
  - MKF3881 Electronic marketing (Prerequisite: MKF1120)
  - MKX1500 Retail management principles
  - MKX2521 Brand management (Prerequisite: MKF1120)
  - MKX2531 Not for profit marketing (Prerequisite: MKF1120)
  - MKX2901 Green marketing (Prerequisite: MKF1120)
  - MKX3002 Enhanced research skills (by invitation only)
  - MKX3200 Sport marketing and sponsorship (Prerequisites: MKF1120 and MKF2111)
  - MKX3445 International retailing (Prerequisites: MKF1120 and MKX1500)
  - MKX3481 Marketing channels (Prerequisite: MKF1120)
  - MKX3541 China study program in marketing (Prerequisite: by permission)
  - MKX3621 Advertising management (Prerequisite: MKF3461)
  - MKX3631 Marketing internship (Prerequisite: by permission)
  - MKX3671 Advertising campaigns (Prerequisite: MKX3621)

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.
**0314 – Bachelor of Business (Marketing)**

**Recommended Course Progression (commencing 2012)**

<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Core (Compulsory)</th>
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<th>Core (Compulsory)</th>
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<tbody>
<tr>
<td></td>
<td>Core (Compulsory)</td>
<td>MKF1120 Marketing theory and practice 6 Pts</td>
<td>ETX1100 Business statistics 6 Pts</td>
<td>AFF1000 Principles of accounting and finance 6 Pts</td>
<td>MGF1010 Introduction to management 6 Pts</td>
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<tr>
<td></td>
<td>Semester 2</td>
<td>Major (Compulsory)</td>
<td>Major (Compulsory)</td>
<td>Major (Compulsory)</td>
<td>Core (Compulsory)</td>
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<td></td>
<td></td>
<td>MKF2111 Buyer behaviour 6 Pts</td>
<td>MKF2121 Marketing research methods 6 Pts</td>
<td>BTF1010 Commercial law 6 Pts</td>
<td>ECF1100 Microeconomics 6 Pts</td>
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<table>
<thead>
<tr>
<th>Year level 2</th>
<th>Semester 1</th>
<th>Major (Compulsory)</th>
<th>FBE Elective 1 Student Choice Any unit from this faculty 6 Pts</th>
<th>Elective 1 Student Choice 6 Pts</th>
<th>Elective 2 Student Choice 6 Pts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>MKF3461 Marketing communication 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>
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<tr>
<th>Year level 3</th>
<th>Semester 1</th>
<th>Major (Compulsory)</th>
<th>Major (Choice 2) Student Choice One of the marketing units listed 6 Pts</th>
<th>Elective 5 Student Choice 6 Pts</th>
<th>Elective 6 Student Choice 6 Pts</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>Major (Compulsory)</td>
<td>Major (Choice 3) Student Choice One of the marketing units listed 6 Pts</td>
<td>Elective 7 Student Choice 6 Pts</td>
<td>Elective 8 Student Choice 6 Pts</td>
</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.

Students should refer to the University Handbook for further information on course and unit details.