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 a maximum of 8 units (48 points) at first-year-level.
- Students must complete a minimum of 4 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:

- AFF1000 Principles of accounting and finance
- 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 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 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: MKF2111 or MKP2700)

Students MUST complete an additional 3 major 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 48cpts 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)
- MKX3445 International retailing (Prerequisites: MKF1120 and MKX1500)
- MKX3481 Marketing channels (Prerequisite: MKF1120)
- MKX3541 China study program in marketing (Prerequisite: by permission)
- MKX3561 Marketing management (Prerequisite: MKF3461)
- MKX3621 Advertising management (Prerequisite: MKF3461)
- MKX3631 Marketing internship (Prerequisite: by permission)
- MKX3671 Advertising campaigns (Prerequisite: MKX3621)

Additional Business Units

Students MUST complete 1 additional Business and Economics unit offered on the Caulfield Campus
**Faculty of Arts Units:**

### Major Units

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

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

Major unit information can be found at:
http://www.arts.monash.edu.au/current/undergraduate/study-areas.php

### 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

- [ ]
- [ ]
0556 – Bachelor of Arts and Bachelor of Business (Marketing)
Recommended Course Progression (commencing 2013)

<table>
<thead>
<tr>
<th>First Year</th>
<th>Semester One</th>
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</thead>
<tbody>
<tr>
<td>BBus</td>
<td>MGF1010 Introduction to management</td>
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<tr>
<td></td>
<td>BA MKF1120 Marketing theory and practice 1st year level</td>
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<tr>
<td>Semester Two</td>
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</tr>
<tr>
<td>BBus</td>
<td>ETX1100 Business statistics BBus</td>
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<tr>
<td></td>
<td>BA MKF2111 Buyer behaviour 1st year level</td>
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<td></td>
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<tr>
<td>Second Year</td>
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<tr>
<td>Semester One</td>
<td></td>
</tr>
<tr>
<td>BBus</td>
<td>BTF1010 Commercial law</td>
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<tr>
<td></td>
<td>BA MKF2121 Market research methods 2nd year level</td>
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<tr>
<td>Semester Two</td>
<td></td>
</tr>
<tr>
<td>BBus</td>
<td>AFF1000 Principles of accounting and finance</td>
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<tr>
<td></td>
<td>BA MKF2131 Marketing decision analysis 2nd year level</td>
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<tr>
<td>Third Year</td>
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<td>Semester One</td>
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</tr>
<tr>
<td>BBus</td>
<td>ECF1100 Microeconomics</td>
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<td></td>
<td>BA Major Marketing Choice 2nd/3rd year level</td>
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<td>Semester Two</td>
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<tr>
<td>BBus</td>
<td>MKF3121 Marketing planning and implementation</td>
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<td></td>
<td>BA MKF3461 Marketing communication 3rd year level</td>
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<tr>
<td>Fourth Year</td>
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<td>Semester One</td>
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<tr>
<td>BBus</td>
<td>Major unit choice 2</td>
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<tr>
<td></td>
<td>BA MKF3131 Strategic Marketing 3rd year level</td>
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<td>Semester Two</td>
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<tr>
<td>BBus</td>
<td>Major unit choice 4</td>
</tr>
<tr>
<td></td>
<td>BA Additional Business unit 3rd year level</td>
</tr>
</tbody>
</table>

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.