0314 – Bachelor of Business (Marketing)
Course Structure (Commencing 2014)

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 six units (36 credit points) at third-year-level, of which four units 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 eight 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 six compulsory common core units:

☐ ACF1000 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 seven compulsory major units:

☐ MKF1120 Marketing theory and practice (also completed in common core)
☐ MKF2111 Buyer behaviour (Prerequisite: MKF1120)
☐ MKF2121 Marketing research methods (Prerequisites: ETX1100 or PSY1022 and MKF1120) (Co-requisite: MKF2111)
☐ MKF2131 Marketing decision analysis (Prerequisite: MKF2121)
☐ MKF3121 Marketing planning and implementation (Prerequisites: MKF2111, MKF2121 and a further 12 credit points of marketing units)
☐ MKF3131 Strategic marketing (Prerequisites: MKF2111 and MKF3121)
☐ MKF3461 Marketing communication (Prerequisite: MKF2111)

Students must complete an additional three 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: permission required)
☐ MKF3141 Issues in competitive advantage (Prerequisites: MKF1120 and 24 credit points at second-year-level from Business and Economics)
☐ MKF3301 Services marketing (Prerequisites: MKF1120)
☐ MKF3471 Sales management and negotiation (Prerequisite: MKF1120)
☐ MKF3500 Survey data analysis (Prerequisite: ETX2121 or MKF2121)
☐ MKS511 Monash Australian marketing study program (Prerequisite: must have completed 48 credit points with a minimum of 12 credit points of marketing units)
☐ MKF3521 International study program in marketing – not offered in 2014
☐ MKF3531 International marketing (Prerequisite: MKF1120)
☐ MKF3881 Digital marketing (Prerequisite: MKF1120)
☐ MKX1500 Retail management principles
☐ MKX2521 Brand management (Prerequisite: MKF1120)
☐ MKX2531 Not for profit marketing (Prerequisite: MKF1120)
☐ MKX2901 Green marketing – not offered in 2014
☐ MKX3002 Enhanced research skills – not offered in 2014
☐ MKX3200 Sport marketing and sponsorship (Prerequisites: MKF1120 and MKF2111)
☐ MKX3445 International retailing – not offered in 2014
☐ MKX3481 Marketing channels (Prerequisite: MKF1120)
☐ MKX3541 China study program in marketing (Prerequisite: permission required)
☐ MKX3621 Advertising management (Prerequisite: MKF3461)
☐ MKX3631 Marketing internship (Prerequisite: permission required)
☐ 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:

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Open Elective Units

Students must complete eight open elective units:

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

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 2013.
### Year level 1

#### Semester 1
- Core (Compulsory)
  - MKF1120
  - Marketing theory and practice
  - 6 Pts
- Core (Compulsory)
  - ETX1100
  - Business statistics
  - 6 Pts
- Core (Compulsory)
  - ACF1000
  - Principles of accounting and finance
  - 6 Pts
- Core (Compulsory)
  - MGF1010
  - Introduction to management
  - 6 Pts

#### Semester 2
- Major (Compulsory)
  - MKF2111
  - Buyer Behaviour
  - 6 Pts
- BusEco Elective 1
  - Student Choice
  - Any unit from this faculty at Caulfield
  - 6 Pts
- Core (Compulsory)
  - BTF1010
  - Commercial law
  - 6 Pts
- Core (Compulsory)
  - ECF1100
  - Microeconomics
  - 6 Pts

### Year level 2

#### Semester 1
- Major (Choice 1)
  - Student Choice
  - One of the marketing units listed
  - 6 Pts
- Major (Compulsory)
  - MKF2121
  - Marketing Research Methods
  - 6 Pts
- Elective 1
  - Student Choice
  - 6 Pts
- Elective 2
  - Student Choice
  - 6 Pts

#### Semester 2
- Major (Choice 2)
  - Student Choice
  - One of the marketing units listed
  - 6 Pts
- Major (Compulsory)
  - MKF2131
  - Marketing decision analysis
  - 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)
  - MKF3461
  - Marketing Communication
  - 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.

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