# 0556 – Bachelor of Arts and Bachelor of Business (Marketing)

## Course Structure (Commencing 2014)

### Course Requirements

- Students must complete a total of 32 units (192 credit points) to complete the Bachelor of Arts and Bachelor of Business (Marketing).
- 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.

### Additional Bachelor of Business degree requirements:

- Students may complete a maximum of eight units (48 credit points) at first-year-level.
- Students must complete a minimum of four units (24 credit points) at third-year-level, from the Bachelor of Business degree family, Caulfield Campus.

## Faculty of Business and Economics Units:

### Common Core Units

Students must complete all six compulsory common core units:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACF1000</td>
<td>Principles of accounting and finance</td>
</tr>
<tr>
<td>BTF1010</td>
<td>Commercial law</td>
</tr>
<tr>
<td>ECF1100</td>
<td>Microeconomics</td>
</tr>
<tr>
<td>ETX1100</td>
<td>Business statistics</td>
</tr>
<tr>
<td>MGF1010</td>
<td>Introduction to management</td>
</tr>
<tr>
<td>MKF1120</td>
<td>Marketing theory and practice</td>
</tr>
</tbody>
</table>

### Major Units

Students must complete all seven compulsory major units:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>MKF1120</td>
<td>Marketing theory and practice (also completed in common core)</td>
</tr>
<tr>
<td>MKF2111</td>
<td>Buyer behaviour (Prerequisite: MKF1120)</td>
</tr>
<tr>
<td>MKF2121</td>
<td>Market research methods (Prerequisites: ETX1100 or PSY1022 and MKF1120) (Co-requisite: MKF2111)</td>
</tr>
<tr>
<td>MKF2131</td>
<td>Marketing decision analysis (Prerequisite MKF2121)</td>
</tr>
<tr>
<td>MKF3121</td>
<td>Marketing planning and implementation (Prerequisites: MKF2111, MKF2121 and a further 12 credit points of marketing units)</td>
</tr>
<tr>
<td>MKF3131</td>
<td>Strategic marketing (Prerequisites: MKF2111 and MKF3121)</td>
</tr>
<tr>
<td>MKF3461</td>
<td>Marketing communication (Prerequisite: MKF2111)</td>
</tr>
</tbody>
</table>

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)
- MKX3511 Monash Australian marketing study program (Prerequisite: must have completed 48credit 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)
- MXX1500 Retail management principles
- MKF2521 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)
Students must complete a minimum of two units (12 credit points) at both second-year-level and at third-year-level within the Marketing major.

### Additional Business Units

Students must complete an 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 a further two units from the Faculty of Arts:

- [ ]
- [ ]

You must contact the Faculty of Arts for advice on the Bachelor of Arts degree of this double degree.
# 0556 – Bachelor of Arts and Bachelor of Business (Marketing)

**Recommended Course Progression (Commencing 2014)**

## First Year

### Semester One

<table>
<thead>
<tr>
<th>BBus MGF1010 Introduction to management</th>
<th>BBus MKF1120 Marketing theory and practice</th>
<th>BA Major 1 1st year level</th>
<th>BA Minor 1 1st year level</th>
</tr>
</thead>
</table>

### Semester Two

<table>
<thead>
<tr>
<th>BBus ETX1100 Business statistics BBus</th>
<th>BBus MKF2111 Buyer behaviour</th>
<th>BA Major 2 1st year level</th>
<th>BA Minor 2 1st year level</th>
</tr>
</thead>
</table>

## Second Year

### Semester One

<table>
<thead>
<tr>
<th>BBus BTF1010 Commercial law</th>
<th>BBus MKF2121 Market research methods</th>
<th>BA Major 3 2nd year level</th>
<th>BA Minor 3 2nd year level</th>
</tr>
</thead>
</table>

### Semester Two

<table>
<thead>
<tr>
<th>BBus ACF1000 Principles of accounting and finance</th>
<th>BBus MKF2131 Marketing decision analysis</th>
<th>BA Major 4 2nd year level</th>
<th>BA Minor 4 2nd year level</th>
</tr>
</thead>
</table>

## Third Year

### Semester One

<table>
<thead>
<tr>
<th>BBus ECF1100 Microeconomics</th>
<th>BBus Marketing Major Choice 1</th>
<th>BA Major 5 2nd/3rd year level</th>
<th>BA 1st year sequence 1</th>
</tr>
</thead>
</table>

### Semester Two

<table>
<thead>
<tr>
<th>BBus MKF3121 Marketing planning and implementation</th>
<th>BBus MKF3461 Marketing communication</th>
<th>BA Major 6 3rd year level</th>
<th>BA 1st year sequence 2</th>
</tr>
</thead>
</table>

## Fourth Year

### Semester One

<table>
<thead>
<tr>
<th>BBus Marketing Major Choice 2</th>
<th>BBus MKF3131 Strategic Marketing</th>
<th>BA Major 7 3rd year level</th>
<th>BA Arts Faculty Elective 1</th>
</tr>
</thead>
</table>

### Semester Two

<table>
<thead>
<tr>
<th>BBus Marketing Major Choice 3</th>
<th>BBus Additional Business unit</th>
<th>BA Major 8 3rd year level</th>
<th>BA Arts Faculty Elective 2</th>
</tr>
</thead>
</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.

---

*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.*