### Bachelor of Business and Commerce 2224

**Marketing Major**

<table>
<thead>
<tr>
<th>Year Level 1</th>
<th>Semester 1</th>
<th>Core (Compulsory)</th>
<th>AFW1000/AFG1000 Principles of accounting 6 Pts</th>
<th>Core (Compulsory)</th>
<th>MKW1120/MKG1120* Marketing Theory and Practice 6 Pts</th>
<th>Core (Compulsory)</th>
<th>MGW1010/MGG1010* Introduction to Management 6 Pts</th>
<th>Core (Compulsory)</th>
<th>BTW1200/BTG1200* Business Law 6 Pts</th>
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<tbody>
<tr>
<td>Semester 2</td>
<td>Core (Compulsory)</td>
<td>ETW1102/ETW1102* Business Statistics 6 Pts</td>
<td>Core (Compulsory)</td>
<td>ECW1101/ECG1101* Introductory Microeconomics 6 Pts</td>
<td>Major (Compulsory)</td>
<td>MKW2402/MKG2402* Consumer Behaviour 6 Pts</td>
<td>Elective 1</td>
<td>Student choice 6 Pts</td>
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<tr>
<td>Year Level 2</td>
<td>Semester 1</td>
<td>Major (Compulsory)</td>
<td>MKW2420/MKG2420* Market Research Methods 6 Pts</td>
<td>Elective 2</td>
<td>Student Choice Any unit from this faculty 6 Pts</td>
<td>Elective 3</td>
<td>Student Choice 6 Pts</td>
<td>Elective 4</td>
<td>Student choice 6 Pts</td>
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<tr>
<td>Semester 2</td>
<td>Major (Compulsory)</td>
<td>MKW2460/MKG2460* Integrated Marketing Communication 6 Pts</td>
<td>Major (Choice 1)</td>
<td>Student Choice Any Marketing unit from this faculty 6 Pts</td>
<td>Elective 5</td>
<td>Student Choice Any unit from this faculty 6 Pts</td>
<td>Elective 6</td>
<td>Student Choice 6 Pts</td>
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<td>Year Level 3</td>
<td>Semester 1</td>
<td>Major (Compulsory)</td>
<td>MKW3444/MKG3444* International Marketing 6 Pts</td>
<td>Elective 7</td>
<td>Student Choice Any unit from this faculty 6 Pts</td>
<td>Elective 8</td>
<td>Student Choice 6 Pts</td>
<td>Elective 9</td>
<td>Student Choice 6 Pts</td>
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<td>Semester 2</td>
<td>Major (Compulsory)</td>
<td>MKW3440/MKG3440* Marketing Strategy 6 Pts</td>
<td>Major (Compulsory)</td>
<td>MKW3121/MKG3121* Marketing Planning and Implementation 6 Pts</td>
<td>Elective 10</td>
<td>Student Choice 6 Pts</td>
<td>Elective 11</td>
<td>Student Choice 6 Pts</td>
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</table>

NOTE: * From 2011 onwards Distance Education (off-campus) units are denoted by a ‘G’ code e.g. AFW1000 unit equivalent by DE is now AFG1000. All off campus students should select the ‘G’ code unit.

Marketing Units

Last Updated: 29/9/2010
RESPONSIBILITY FOR UNIT CHOICE

Students are advised that, while the course advisers will endeavour to give every possible assistance concerning unit selection; the responsibility remains with the student to ensure that units selected meet the course specific regulations and requirements. The Faculty of Business & Economics bears no responsibility for student error in unit selection. For more details on responsibilities, students must refer to the education policy in particular the section addressing responsibilities of staff and students at Monash University.

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


It is strongly recommended that students purchase and retain a copy of the relevant course and unit handbook(s) and consult it when seeking information about the education policy and course and unit-related matters. 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.

Last Updated: 29/9/2010
To complete the degree students need to complete 24 units (144 points), in the correct combination.

The six (6) core units must be taken at Gippsland. See point 7.

Students may complete no more than ten (10) first year units.

Students must complete a minimum of 6 units (36 points) at third year level – of which at least four (24 points) must be taken from units offered at Gippsland.

At least one business major must be chosen consisting of eight units (48 points) from the Faculty disciplines/areas of study, including at least two units (12 points) at each of the second and third – year level.

At least four non – compulsory units must be outside the main field of study, if completing one business major only.

Students will not be permitted to enrol in units on other campuses that are the same as (or equivalent to) a unit that is offered at Gippsland.

No more than eight electives can be chosen from another faculty.

Students must complete their first major at Gippsland.

If the units are not available at Gippsland, students may undertake no more than 8 units on another campus, including via Off Campus Learning.

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

Course must be completed within 8 years of commencing course.