## ECONOMICS & MARKETING MAJOR

### Year level 1

<table>
<thead>
<tr>
<th>Semester</th>
<th>Core (Compulsory)</th>
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<tr>
<td>Semester 1</td>
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<td>Semester 2</td>
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<tr>
<td>Semester 3</td>
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### Year level 2

<table>
<thead>
<tr>
<th>Semester</th>
<th>Major - Economics (Compulsory)</th>
<th>Major - Economics (Compulsory)</th>
<th>Major - Marketing (Compulsory)</th>
<th>Elective 1</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>ECW2730/ECG2730* Macroeconomic policy</td>
<td>ECW2141/ECG2141* Economics of Labour Market</td>
<td>MKW2420/MKG2420* Market research methods</td>
<td>Student choice 1st, 2nd or 3rd level unit</td>
</tr>
<tr>
<td>Semester 2</td>
<td>Major - Economics (Compulsory)</td>
<td>Major - Marketing (Compulsory)</td>
<td>Major - Economics (Compulsory)</td>
<td>Elective 2</td>
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<tr>
<td>Semester 3</td>
<td>Major - Economics (Compulsory)</td>
<td>Major - Marketing (Compulsory)</td>
<td>Elective 3</td>
<td>Student choice 1st, 2nd or 3rd level unit</td>
</tr>
<tr>
<td>Semester 4</td>
<td>Major - Economics (Compulsory)</td>
<td>Major - Marketing (Compulsory)</td>
<td>Elective 4</td>
<td>Student choice 1st, 2nd or 3rd level unit</td>
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### Year level 3

<table>
<thead>
<tr>
<th>Semester</th>
<th>Major - Economics (Compulsory)</th>
<th>Major - Marketing (Compulsory)</th>
<th>Elective 2</th>
<th>Elective 3</th>
<th>Elective 4</th>
</tr>
</thead>
<tbody>
<tr>
<td>Semester 1</td>
<td>ECW3830/ECG3830* Business Competition &amp; Regulation</td>
<td>MKW3444/MKG3444* International marketing</td>
<td>Student choice 3rd level unit</td>
<td>Student choice 1st, 2nd or 3rd level unit</td>
<td>Student choice 1st, 2nd or 3rd level unit</td>
</tr>
<tr>
<td>Semester 2</td>
<td>Major - Marketing (Compulsory)</td>
<td>ECW2721/ECG2721* Trade finance and foreign exchange</td>
<td>Major - Economics (Compulsory)</td>
<td>Major - Marketing (Compulsory)</td>
<td>Major - Economics (Compulsory)</td>
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### Core Compulsory Unit

#### Unit required for Economics Major

- **ECONOMICS**
  - ECW1101/ECG1101* Introductory microeconomics
  - ECW1102/ECG1102* Introductory macroeconomics
  - ECW2730/ECG2730* Macroeconomic policy
  - ECW2731/ECG2731* Managerial economics

#### Unit required for Marketing Major

- **MARKETING**
  - MKW1120/MKG1120* Marketing theory and practice
  - MKW2402/MKG2402* Consumer behaviour
  - MKW2420/MKG2420* Marketing research methods
  - MKW2460/MKG2460* Integrated marketing communication
  - MKW3121/MKG3121* Marketing planning & implementation
  - MKW3440/MKG3440* Marketing strategies
  - MKW3444/MKG3444* Marketing strategy

### 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: 8/10/2010
1. To complete the degree students need to complete 24 units (144 points), in the correct combination.

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

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

4. 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.

5. 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.

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

7. 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.

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

9. Students must complete their first major at Gippsland.

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

11. 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.

12. Course must be completed within 8 years of commencing course.