## BACHELOR OF ARTS/BACHELOR BUSINESS AND COMMERCE
### COURSE CODE 1807 (MARKETING MAJOR)
#### 2008 Progression - Peninsula

### Course Rules

**BusEco Requirement:**
- The six core units MUST be studied at Peninsula
- A maximum of eight first-year level units
- A minimum of four units at third year level
- Completion of a major of at least eight units in a discipline from the Faculty at Peninsula campus with at least two units at each of second and third year levels

**Arts requirement:**
- A major of eight units
- A minor of four units
- Additional first-year sequence of two units in an Arts discipline
- Any two units from Faculty of Arts

**Additional degree requirements**
- A maximum of fourteen first-year level units
- A minimum of six units at each of second and third year levels

<table>
<thead>
<tr>
<th>Year</th>
<th>Semester</th>
<th>Core (Compulsory)</th>
<th>Major (Compulsory)</th>
<th>Arts Major</th>
<th>Arts Minor</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1</td>
<td>AFW1001 Introductory accounting A</td>
<td>MKW1010 Introduction to management</td>
<td>Arts Major</td>
<td>Arts Minor</td>
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<td></td>
<td>2</td>
<td>BTW1200 Business law</td>
<td>MKW2402 Consumer behaviour (MKW1120)</td>
<td>Arts Major</td>
<td>Arts Minor</td>
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<tr>
<td>2</td>
<td>1</td>
<td>ECW1101 Introductory microeconomics</td>
<td>ETW1102 Business statistics</td>
<td>Arts Major</td>
<td>Arts Minor</td>
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<td>2</td>
<td>MKW2420 Market research methods (co-req MKW2402)</td>
<td>MKW2444 International marketing (MKW1120)</td>
<td>Arts Major</td>
<td>Arts Minor</td>
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<tr>
<td>3</td>
<td>1</td>
<td>MKW3121 Marketing planning and implementation (MKW2402, MKW2420 &amp; AFW1001 or ETW1102)</td>
<td>FBE Elective 1 Student Choice Any unit from this faculty</td>
<td>Arts Major</td>
<td>Arts 1st year sequence 1</td>
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<tr>
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<td>2</td>
<td>MKW2460 Integrated marketing communication (MKW1120 &amp; MKW2402)</td>
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<td>Arts Major</td>
<td>Arts 1st year sequence 2</td>
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<td>4</td>
<td>1</td>
<td>FBE Elective 2 Student Choice One marketing unit from this faculty</td>
<td>FBE Elective 2 Student Choice Any unit from this faculty</td>
<td>Arts Major</td>
<td>Arts Elective 1</td>
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<tr>
<td></td>
<td>2</td>
<td>MKW3440 Marketing strategy (MKW2420)</td>
<td>FBE Elective 5 Student Choice Any unit from this faculty</td>
<td>Arts Major</td>
<td>Arts Elective 2</td>
</tr>
</tbody>
</table>

**Prerequisites are written in brackets ( )**

You are required to study Arts units at another campus.

**Responsibility for Unit Choice**

Students are advised that, while the course advisers 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.


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.

September 2007