## MARKETING MAJOR
### BACHELOR OF BUSINESS AND COMMERCE. 2224
#### 2008 Progression - Peninsula

**Course rules**
- The six (6) core units must be studied at Peninsula
- Up to eight units may be taken from other faculties of the University
- At least four elective units must be outside the main field of study
- Up to ten units may be taken at first year level
- At least six third year level units of which at least four must be taken from units offered by the Faculty on the Peninsula campus

* Completion of a major of at least eight units (48 credit points) in a discipline from the faculty with at least two units (12 credit points) at each of second and third-year levels.

Students wishing to complete 2 majors (eg: Mgt/HR Mgt, Mgt/Intern. Bus.) must complete a minimum of 14 major units.

### Year level 1

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Core (Compulsory)</th>
<th>Core (Compulsory)</th>
<th>Core (Compulsory)</th>
<th>Core (Compulsory)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>AFW1001 Introductory accounting A</td>
<td>ETW1102 Business statistics</td>
<td>MKW1120 Marketing theory and practice</td>
<td>MGW1010 Introduction to management</td>
</tr>
</tbody>
</table>

### Year level 2

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Major (Compulsory) MKW2402 Consumer behaviour (MKW1120)</th>
<th>Major (Choice 1)</th>
<th>FBE Elective 1</th>
<th>Elective 3</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Student Choice</td>
<td>Student Choice</td>
<td>Student Choice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Any marketing unit from this faculty</td>
<td>Any unit from this faculty</td>
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<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Major (Compulsory) MKW2420 Marketing research methods (co-req MKW2402)</th>
<th>Major (Compulsory) MKW2460 Integrated marketing communication (MKW1120 &amp; MKW2402)</th>
<th>FBE Elective 2</th>
<th>Elective 4</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Student Choice</td>
<td>Student Choice</td>
<td>Student Choice 6 Pts</td>
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<tr>
<td></td>
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<td>Any unit from this faculty</td>
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### Year level 3

<table>
<thead>
<tr>
<th>Semester 1</th>
<th>Major (Compulsory) MKW3121 Marketing planning and implementation (MKW2402, MKW2420 &amp; AFW1001 or ETW1102)</th>
<th>Major (Compulsory) MKW3444 International marketing (MKW1120)</th>
<th>FBE Elective 3</th>
<th>Elective 5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Student Choice</td>
<td>Student Choice</td>
<td>Student Choice</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Any unit from this faculty</td>
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<td></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Semester 2</th>
<th>Major (Compulsory) MKW3440 Marketing strategy (MKW2420)</th>
<th>Elective 6</th>
<th>Elective 7</th>
<th>Elective 8</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Student Choice</td>
<td>Student Choice</td>
<td>Student Choice</td>
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</tbody>
</table>

**Prerequisites are written in brackets ( )**

### 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.

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


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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