2224 – Bachelor of Business and Commerce – Marketing Major

Course Structure (commencing 2011)

Course Requirements
- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business & Commerce.
- The 6 core units must be studied at the Peninsula campus.
- Up to 8 units may be taken from other faculties of the University.
- At least 4 elective units must be outside the main field of study.
- Students may complete up to, but not exceeding 10 units (60 points) at first-year-level.
- At least 6 third year level units of which at least 4 must be from units offered by the Faculty on the Peninsula campus.
- Completion of a major of at least 8 units (48 credit points) in a discipline from the faculty with at least 2 units (12 credit points) at each of second and third year levels.
- To complete 2 majors (eg. Mgt/HR Mgt; Mgt/Intern. Bus) students must complete a minimum of 14 major units.

Common Core Units
Students MUST complete all 6 compulsory common core units:
- AFW1000 Principles of accounting and finance
- BTW1200 Business law
- ECW1101 Introductory microeconomics
- ETW1102 Business statistics
- MGW1010 Introduction to management
- MKW1120 Marketing theory and practice

Major Units
Students MUST complete all 7 compulsory major units:
- MKW1120 Marketing theory and practice (also completed in the common core)
- MKW2402 Consumer behaviour (Prerequisite: MKW1120)
- MKW2420 Marketing research methods (co-requisite: MKW2402)
- MKW2460 Integrated marketing communication (Prerequisites: MKW1120 & MKW2402)
- MKW3121 Marketing planning & implementation (Prerequisites: MKW2402 & MKW2420)
- MKW3444 International marketing (Prerequisite: MKW1120)
- MKW3440 Marketing strategy (Prerequisite: MKW2420)

Students MUST complete an additional marketing major unit from the following list:
- MKW3141 Issues in competitive advantage (summer)
- MKW3881 Electronic marketing (S2) (Prerequisite: MKW1120)
- MKX3200 Sport marketing and sponsorship (S1) (Prerequisite: MKW1120 & MKW2402)
- BTW3281 Marketing law (S1)

Faculty of Business and Economics Elective Units
Students MUST complete 3 Faculty of Business and Economics elective units offered on the Peninsula Campus

Open Elective Units
Students MUST complete a further 8 units which may be chosen from those units offered by the Faculty of Business and Economics or from any other faculty of the university.

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2. 4. 6. 8.
2224 – Bachelor of Business & Commerce – Marketing major  
Recommended Course Progression (commencing 2011)

### Year level 1

| Semester 1 | Common Core  
| (Compulsory)  
| AFW1000 Principles of accounting and finance | Common Core  
| (Compulsory)  
| ETW1102 Business statistics | Common Core  
| (Compulsory)  
| MKW1120 Marketing theory & practice | Common Core  
| (Compulsory)  
| MGW1010 Introduction to management |

| Semester 2 | Common Core  
| (Compulsory)  
| ECW1101 Introductory microeconomics | Common Core  
| (Compulsory)  
| BTW1200 Business law | Elective 1  
| Student Choice | Elective 2  
| Student Choice |

### Year level 2

| Semester 1 | Major  
| (Compulsory)  
| MKW2402 Consumer behaviour  
(MKW1120) | FBE Elective 1  
| Student Choice  
| Any unit from this faculty | FBE Elective 2  
| Student Choice  
| Any unit from this faculty | Elective 3  
| Student Choice |

| Semester 2 | Major  
| (Compulsory)  
| MKW2420 Marketing research methods  
(co-req MKW2402) | Major  
| (Compulsory)  
| MKW2460 Integrated marketing communication  
(MKW1120 & MKW2402) | FBE Elective 3  
| Student Choice  
| Any unit from this faculty | Elective 4  
| Student Choice |

### Year level 3

| Semester 1 | Major  
| (Compulsory)  
| MKW3121 Marketing planning & implementation  
(MKW2402 & MKW2420) | Major  
| (Compulsory)  
| MKW3444 International marketing  
(MKW1120) | Major  
| (Compulsory)  
| One 3rd year marketing unit* | Elective 5  
| Student Choice  
| (must be 3rd year) |

| Semester 2 | Major  
| (Compulsory)  
| MKW3440 Marketing strategy  
(MKW2420) | Elective 6  
| Student Choice | Elective 7  
| Student Choice | Elective 8  
| Student Choice  
| (must be 3rd year) |

Prerequisites are written in brackets ( )

*Note: For the marketing major students choose one additional marketing unit. The following units are offered on the Peninsula campus. MKW3141 Issues in competitive advantage (Summer), MKW3881 Electronic marketing (2), MKX3200 Sport marketing and sponsorship (1) and BTW3281 Marketing law (1).

**RESPONSIBILITY FOR UNIT CHOICE**

Students are advised that, while the course advisors 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.