3806 – Bachelor of Business - Marketing and Communication major (Peninsula campus)

Recommended Course Progression 2015

Course Requirements

- Students must complete a total of 24 units (144 credit points) to complete the Bachelor of Business.
- Students can complete a maximum of 10 units (60 credit points) at first-year-level.
- Students must complete a minimum of 6 units (36 credit points) at third-year-level, of which 4 must be from the Bachelor of Business at the Peninsula Campus.
- Students must complete a minimum of 16 units (96 credit points) from units offered in the Bachelor of Business at Peninsula campus.

Common Core Units

Students MUST complete all 6 compulsory common core units:

- ACP1000 Principles of accounting and finance
- BTP1010 Commercial law
- ECP1100 Microeconomics
- ETP1100 Business statistics
- MGP1010 Introduction to management
- MKP1120 Marketing theory and practice

Major Units

Students MUST complete all 5 compulsory major units:

- MGP3684 Business strategy *(Prerequisite: MGP1010)*
- MKP2701 Consumer psychology
- MKP2702 Stakeholder marketing communication *(Prerequisite: MKP2701 or MKP2700)*
- MKP2720 Research methods and analysis
- MKP3800 Social marketing *(Prerequisite: 6 credit points within marketing)*

Students MUST complete an additional 3 major units from the following list:

- BFP2631 Financial management *(Prerequisite: ACP1000)*
- ACP2851 Business information and systems *(Prerequisite: ACP1000)*
- MGP2200 Festivals and events
- MKP2600 Tourism marketing *(Prerequisite: MKP1120)*
- MKP3200 Sport marketing and sponsorship *(Prerequisite: MKP1120 & MKP2701)*

Faculty of Business and Economics Elective Units

Students MUST complete 2 Faculty of Business and Economics elective units offered in the Bachelor of Business at Peninsula campus:

-  
-  

*Highly recommended BEX3012 Industry based learning project (equivalent to 2 elective units)*

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. These units may be taken as a second major.

1.  
2.  
3.  
4.  
5.  
6.  
7.  
8.  

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. 18 September 2014
<table>
<thead>
<tr>
<th>Year level 1</th>
<th>Semester 1</th>
<th>Common Core (Compulsory) ETP1100 Business statistics</th>
<th>Common Core (Compulsory) ECP1100 Microeconomics</th>
<th>Common Core (Compulsory) MGP1010 Introduction to management</th>
<th>Common Core (Compulsory) MKP1120 Marketing theory &amp; practice</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Semester 2</td>
<td>Common Core (Compulsory) BTP1010 Commercial law</td>
<td>Common Core (Compulsory) ACP1000 Principles of accounting and finance</td>
<td>Major (Compulsory) MKP2701 Consumer psychology</td>
<td>Major (Compulsory) Student Choice 1* One of the marketing and communication units below</td>
</tr>
<tr>
<td>Year level 2</td>
<td>Semester 1</td>
<td>Major (Compulsory) Student Choice 2* One of the marketing and communication units below</td>
<td>Elective 1 Student Choice</td>
<td>Elective 2 Student Choice</td>
<td>Elective 3 Student Choice</td>
</tr>
<tr>
<td></td>
<td>Semester 2</td>
<td>Elective 4 Student Choice</td>
<td>Elective 5 Student Choice</td>
<td>Elective 6 Student Choice</td>
<td>Elective 7 Student Choice</td>
</tr>
<tr>
<td>Year level 3</td>
<td>Semester 1</td>
<td>FBE Elective 1 and 2 Student choice Any units from the Bachelor of Business</td>
<td>Major (Compulsory) MKP2720 Research methods and analysis</td>
<td>Major (Compulsory) MKP2702 Stakeholder marketing communication (MKP2701 or MKP2700)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Semester 2</td>
<td>Major (Compulsory) MGP3684 Business strategy (MGP1010)</td>
<td>Major (Compulsory) MKP3800 Social marketing (6 credit points within marketing)</td>
<td>Major (Compulsory) Student Choice 3* One of the marketing and communication units below</td>
<td>Elective 8 Student Choice</td>
</tr>
</tbody>
</table>

SELECT THREE OF THE FOLLOWING MARKETING AND COMMUNICATION UNITS FROM BELOW:
BFP2631 Financial management (S1), ACP2851 Business information and systems (S1), MGP2200 Festivals and events (S2), MKP2600 Tourism marketing (S2), MKP3200 Sport marketing and sponsorship (S2).

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.