

Bachelor of Commerce/ Bachelor of Global Studies Course Map

(Information last updated 18-Aug-22)

**Students commencing in 2019 or later
Semester 1 intake**

Marketing Major

YEAR 1

SEM 1	ITEC100 Information Technology Professional Skills and Practices 10cp (Previously BUS111)	BUSN112 Managing Markets 10cp	BUSN113 Managing People and Organisations 10cp	HIST115 Global History: Six Degrees of Separation 10cp
SEM 2	BUSN104 Money Matters (Inc: ACCT100) 10cp	MKTG207 Marketing Toolkit (Inc: MKTG100) 10cp	POLS104 Introduction to International Relations 10cp	Core Curriculum, unit 1 10cp

YEAR 2

SEM 1	MKTG202 Marketing Communications: Engaging Stakeholders 10cp	MKTG209 Digital Marketing: The Connected Space 10cp	MKTG201 Buyer Behaviour 10cp	Global Studies List A 10cp
SEM 2	MKTG301 International Marketing: The Borderless World (Pre: MKTG100 or MKTG207) 10cp	BIPX202 Community Engagement: Building Strengths and Capabilities (Pre: Core Curriculum 1) (Inc: BIPX100 and BIPX201) 10cp	Global Studies Elective 10cp	Global Studies List B 10cp

YEAR 3

SEM 1	Business Elective 10cp	Business Elective 10cp	Global Studies Elective 10cp	Core Curriculum, unit 2 (Pre: Core Curriculum, unit 1) 10cp
SEM 2	GLST301 Global Study Abroad A (Pre: 120cp of study) 10cp	GLST302 Global Study Abroad B (Pre: 120cp of study) 10cp	GLST303 Global Study Abroad C (Pre: 120cp of study) 10cp	GLST304 Global Study Abroad D (Pre: 120cp of study) 10cp
<p>Alternative option: Students can either do the four units listed above OR GLST300 Global Studies International Internship (Pre: 100cp of study) 40cp OR Rome Semester Program 40cp</p>				

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YEAR 4

SEM 1	Business Elective 10cp	MKTG319 Marketing Analysis: Evidence-Based Decisions (Pre: MKTG100 or MKTG207) 10cp	GLST305 Global Studies Research Project (Pre: At least 20cp of specified Global Studies units) 10cp	Global Studies List C 10cp
SEM 2	MKTG313 Strategic Marketing and Planning (Pre: MKTG100 or MKTG207) 10cp	Business Elective 10cp	BIPX301 Professional Experience (Pre: BIPX202) 10cp	MKTG318 Social Impact of Marketing (Pre: MKTG100 or MKTG207) 10cp