

# Brisbane, Melbourne and Strathfield

## Semester 1 intake

### Marketing Major

YEAR 1				
<b>SEM 1</b>	<b>Arts Major Unit a</b> 100-level unit 10cp	<b>ITEC100</b> Information Technology in Action (Inc: BUSN111, ITED100)	<b>BUSN112</b> Managing Markets (Inc: MKTG100, BUSD112)	<b>BUSN113</b> Managing People and Organisations (Inc: MGMT100, BUSD113)
<b>SEM 2</b>	<b>Arts Major Unit b</b> 100/200-level unit 10cp	<b>Arts Minor Unit a</b> 100-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp	<b>BUSN104</b> Money Matters (Inc: ACCT100, BUSD104)	<b>Core Curriculum Unit 1</b> <a href="#">See the ACU Core Curriculum page for more details</a> 10cp
YEAR 2				
<b>SEM 1</b>	<b>Arts Major Unit c</b> 200-level unit 10cp	<b>Arts Major Unit d</b> 200-level unit 10cp	<b>Arts Minor Unit b</b> 100/200-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp	<b>Arts Minor Unit c</b> 200-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp
<b>SEM 2</b>	<b>Arts Major Unit e</b> 200-level unit 10cp	<b>Arts Major Unit f</b> 200-level unit 10cp	<b>Arts Minor Unit d</b> 200-level unit 10cp  <b>OR</b> <b>Arts Elective</b> 10cp	<b>MKTG207</b> Marketing Toolkit 10cp (Inc: MKTG100, MKTD207)
YEAR 3				
<b>SEM 1</b>	<b>MKTG209</b> Digital Marketing: The Connected Space 10cp	<b>MKTG201</b> Buyer Behaviour 10cp	<b>Business Minor Unit 1</b> 10cp  <b>OR</b> <b>Business Elective 1</b> 10cp	<b>Core Curriculum Unit 2</b> <a href="#">See the ACU Core Curriculum page for more details</a> 10cp
<b>SEM 2</b>	<b>BIPX202</b> Community Engagement: Building Strengths and Capabilities (Pre: UNCC100) 10cp	<b>MKTG202</b> Marketing Communications: Engaging Stakeholders 10cp	<b>Business Minor Unit 2</b> 10cp  <b>OR</b> <b>Business Elective 2</b> 10cp	<b>Business Minor Unit 3</b> 10cp  <b>OR</b> <b>Business Elective 3</b> 10cp
YEAR 4				
<b>SEM 1</b>	<b>Arts Major Unit g</b> 300-level unit 10cp	<b>Business Minor Unit 4</b> 10cp  <b>OR</b> <b>Business Elective 4</b> 10cp	<b>MKTG313</b> Strategic Marketing and Planning (Pre: MKTG207) 10cp	<b>MKTG319</b> Marketing Analytics (Pre: MKTG100 or MKTG207) (Inc: MKTG315) 10cps

<b>SEM 2</b>	<b>Arts Major Unit h</b> 300-level unit 10cp	<b>MKTG200</b> Market Research  <i>(Pre: MKTG100 or MKTG207)</i>	<b>MKTG318</b> Social Impact of Marketing <i>(Pre: MKTG207)</i> 10cp	<b>BIPX301</b> Professional Experience <i>(Pre: BIPX202)</i> 10cp
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