

Bachelor of Commerce / Bachelor of Business Administration



Marketing Major Brisbane, Melbourne and North Sydney campuses

YEAR 1				
SEM 1	*BUSN112 Managing Markets (Inc: MKTG100, BUSD112)	ITEC100 Information Technology in Action (Inc: BUSN111, ITED100)	*BUSN104 Money Matters (Inc: ACCT100, BUSD104)	*BUSN113 Managing People and Organisations (Inc: MGMT100, BUSD113)
SEM 2	Business Elective 1	ITEC201 Fundamentals of Information Technology (Inc: ISYS201, ITED201)	MKTG207 Marketing Toolkit (Inc: MKTG100, MKTD207)	Core Curriculum Unit 1 See the ACU Core Curriculum page for more details
YEAR 2				
SEM 1	MKTG201 MULTI MODE Buyer Behaviour	MKTG209 MULTI MODE Digital Marketing: The Connected Space	ECON200 Economics: Policy Frameworks and Markets (Inc: ECON104, ECON105, ECOD200)	ITEC200 Digital transformation through citizen development (Inc: ITEC202, DATA201, DATA300 ITEC300)
SEM 2	MKTG200 Market Research (Pre: MKTG100 or MKTG207)	MKTG202 Marketing Communications: Engaging Stakeholders	HRMG204 Organisational Behaviour (Inc: HRMD204)	BIPX202 Community Engagement: Building Strengths and Capabilities (Pre: UNCC100) (Inc: BIPX100)
YEAR 3				
SEM 1	General Elective 1	MKTG319 Marketing Analytics (Pre: MKTG100 or MKTG207) (Inc: MKTG315)	Business Elective 2	Core Curriculum Unit 2 See the ACU Core Curriculum page for more details
SEM 2	MKTG318 Social Impact of Marketing (Pre: MKTG207)	BAFN200 Principles of Finance	MGMT304 Strategic Management (Pre: MGMT213 or HRMG204)	MKTG313 Marketing Strategy & Planning (Pre: MKTG207)

Bachelor of Commerce / Bachelor of Business Administration

YEAR 4				
SEM 1	ENTR301 Managing Entrepreneurship and Innovation <i>(Inc: MGMT311)</i>	General Elective 2	Business Elective 3	General Elective 3
SEM 2	Business Elective 4	MKTG208 Services Marketing <i>(Pre: MKTG100 or MKTG207)</i>	General Elective 4	BIPX301 Professional Experience <i>(Pre: BIPX202)</i>

Key	University Core Curriculum Units
	Business Specified Units
	Bachelor of Business Administration Units
	Bachelor of Commerce Units
	Business Electives / Electives / Commerce Minor

NOTES:

- *(Pre)* indicate this unit must be completed before you attempt the unit listed above it.
- *(Inc:)* means you **DO NOT** enrol into the unit listed above the incompatible unit.
EG: MGMT100 is listed as an incompatible unit with BUSN113. If you have completed MGMT100 you DO NOT enrol into BUSN113.