

Bachelor of Commerce

(Information last updated on 17 October 2022)

Marketing Major – Semester 2 Intake

Blacktown, Brisbane, Melbourne, North Sydney and Strathfield

YEAR 1				
SEM 2	BUSN112 Managing Markets <i>(Inc: MKTG100)</i>	ITEC100 Information Technology in Action <i>(Inc: BUSN111, ITED100)</i>	BUSN104 Money Matters <i>(Inc: ACCT100)</i>	BUSN113 Managing People and Organisations <i>(Inc: MGMT100)</i>
SEM 1	Business Elective 1	Business Elective 2	MKTG207 Marketing Toolkit <i>(Inc: MKTG100, MKTD207)</i>	Core Curriculum Unit 1 See the ACU Core Curriculum page for more details:
YEAR 2				
SEM 2	MKTG200 Market Research <i>(Pre: MKTG100 or MKTG207)</i>	Business Elective 3	MKTG202 Marketing Communications: Engaging Stakeholders	Business Elective 4
SEM 1	MKTG201 Buyer Behaviour	MKTG209 Digital Marketing: The Connected Space	General Elective 1	BIPX202 Community Engagement: Building Strengths and Capabilities <i>(Pre: Core Unit 1)</i> <i>(Inc: BIPX100)</i>
YEAR 3				
SEM 2	MKTG313 Marketing Strategy & Planning <i>(Pre: MKTG207)</i>	MKTG318 Social Impact of Marketing <i>(Pre: MKTG207)</i>	General Elective 2	Core Curriculum Unit 2 See the ACU Core Curriculum page for more details: <i>(Pre: Core Unit 1)</i>
SEM 1	General Elective 3	MKTG319 Marketing Analytics <i>(Pre: MKTG100 or MKTG207)</i> <i>(Inc: MKTG315)</i>	General Elective 4	BIPX301 ONLINE Professional Experience <i>(Pre: BIPX202)</i>

Key	
	University Core Curriculum Units
	Business Specified Units
	Major/Minor Units
	Elective units

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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.