

Marketing Specialised
Blacktown, Brisbane, Melbourne, North Sydney and Strathfield

YEAR 1				
SEM 1	BUSN104 Money Matters <i>(Inc: ACCT100, BUSD104)</i>	ITEC100 Information Technology in Action <i>(Inc: BUSN111, ITED100)</i>	BUSN112 Managing Markets <i>(Inc: MKTG100, BUSD112)</i>	BUSN113 Managing People and Organisations <i>(Inc: MGMT100, BUSD113)</i>
SEM 2	MKTG202 Marketing Communications: Engaging Stakeholders	STAT207 Business Data Analysis <i>(Inc: STAT102)</i>	MKTG207 Marketing Toolkit <i>(Inc: MKTG100, MKTD207)</i>	Core Curriculum Unit 1 See the ACU Core Curriculum page for more details
YEAR 2				
SEM 1	MKTG201 Buyer Behaviour	General Elective 1	EMGT201 Event Management: Planning a Successful Event <i>(Inc: MGMT209)</i>	General Elective 2
SEM 2	MKTG200 Market Research <i>(Pre: MKTG100 or MKTG207)</i>	General Elective 3	MKTG208 Services Marketing <i>(Pre: MKTG100 or MKTG207)</i>	BIPX202 Community Engagement: Building Strengths and Capabilities <i>(Pre: Core Unit 1) (Inc: BIPX100)</i>
YEAR 3				
SEM 1	MKTG209 Digital Marketing: The Connected Space	General Elective 4	MKTG319 Marketing Analytics <i>(Pre: MKTG100 or MKTG207) (Inc: MKTG315)</i>	Core Curriculum Unit 2 See the ACU Core Curriculum page for more details <i>(Pre: Core Unit 1)</i>
SEM 2	MKTG318 Social Impact of Marketing <i>(Pre: MKTG100 or MKTG207)</i>	MKTG313 Marketing Strategy & Planning <i>(Pre: MKTG100 or MKTG207)</i>	MKTG320 Creative Branding Strategies <i>(Pre: MKTG100 or MKTG207)</i>	BIPX301 Professional Experience <i>(Pre: BIPX202)</i>

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