

## Enrolment Program Structure

Program Code – BB5.MK

Program Name – Bachelor of Business (Marketing)

First Year	Course Code	Course Name	Course Rules
<b>Semester 1</b>			
	BUACC1508	Principles of Accounting and Finance	
	BULAW1502	Fundamentals of Law	
	BUMGT1501	Management Principles	
	BUMKT1501	Introduction to Marketing	
<b>Semester 2</b>			
	BUECO1509	Principles of Economics	
	BUGEN1525	Preparing for Professional Experience	
		Elective	
		Elective	
Second Year	Course Code	Course Name	Course Rules
<b>Semester 1</b>			
	BUGEN1502	Business Statistics	
	BUGEN2630	Principles of Responsible Business	
	BUMGT2621	Business Communication	<b>PR:</b> BUMGT1501
	BUMKT2601	Servicing Marketing	<b>PR:</b> BUMKT1501
<b>Semester 2</b>			
	BUMKT2602	Consumer Behaviour	<b>PR:</b> BUMKT1501 or SPMAN1002
	BUMKT2604	Social Media Marketing	<b>PR:</b> BUMKT1501 or SPMAN1002
		Elective	
		Elective	

Third Year	Course Code	Course Name	Course Rules
<b>Semester 1</b>			
	BUENT1501	Creativity and Innovation	
	BUMKT3705	International Marketing	<b>PR:</b> BUMKT1501 or SPMAN1002
	ITECH2250	IT Project Management Techniques	<b>PR:</b> ITECH1001 and at least 7 computing courses <b>EX:</b> ITECH3213 and ITECH5213
		Elective	
<b>Semester 2</b>			
	BUMKT3701	Marketing Communication	<b>PR:</b> BUMKT1501 or SPMAN1002
	BUMKT3702	Marketing Strategy and Analysis	<b>PR:</b> BUMKT1501 or SPMAN1002
		Elective	
		WIL Course	

### Additional Information

This program structure applies to continuing students.

### Glossary

**Semester:** designated teaching period.

**PR:** Pre-requisite, a course/s that must be completed prior to undertaking another course.

**CO:** Co-requisite, a course/s that must be completed simultaneously, or prior to, undertaking another course.

**EX:** Exclusion, a course/s that may not be taken.