

## Enrolment Course Structure

Course Code – BU5.MKT

Course Name – Bachelor of Business (Marketing)

First Year	Unit Code	Unit Name	Unit Rules
<b>Semester 1</b>			
	BUACC1000	Fundamentals of Accounting and Finance	<b>EX:</b> BUACC1508
	BUECO1300	Introduction to Economics	<b>EX:</b> BUECO1509
	BUMGT1100	Introduction to Management	<b>EX:</b> BUMGT1501
	BUMGT1101	Entrepreneurship and Innovation	<b>EX:</b> BUENT1501 & BUENT2635
<b>Semester 2</b>			
	BUACC1001	Fundamentals of Law	<b>EX:</b> BULAW1502
	BUMKT1200	Introduction to Marketing	<b>EX:</b> BUMKT1501 & SPMAN1002
	COOPB1001	Professional Identity (Business)	
	STATS1000	Statistical Methods	
Second Year	Unit Code	Unit Name	Unit Rules
<b>Semester 1</b>			
	BUMGT2104	Business Strategy	<b>EX:</b> BUMGT3702
	BUMKT2201	Consumer Behaviour	<b>PR:</b> BUMKT1200 <b>EX:</b> BUMKT2602
	ITECH1503	Data and Information Systems	<b>EX:</b> GPSIT1103 & ITECH1103 & ITECH5103
		Elective Unit or Minor Unit	
<b>Semester 2</b>			
	BUMKT3204	Marketing Communication	<b>PR:</b> BUMGT2104 or BUMKT2201 <b>EX:</b> BUMKT3701
	BUMKT3205	Social Media Marketing	<b>PR:</b> BUMKT2201 <b>EX:</b> BUMKT3708
		Elective Unit or Minor Unit	
		Elective Unit or Minor Unit	

Third Year	Unit Code	Unit Name	Unit Rules
<b>Semester 1</b>			
	COOPB2011	Co-operative Placement 1 (Business)	<b>PR:</b> COOPB1001 & At least 105 credit points from BUACC or BUECO or BUMGT or BUMKT subject-area at any level <b>EX:</b> BUGEN3751 & BUGEN3752 and SCCOR3003
	COOPB2012	Co-operative Placement 2 (Business)	<b>PR:</b> COOPB1001 & At least 105 credit points from BUACC or BUECO or BUMGT or BUMKT subject-area at any level
<b>Semester 2</b>			
	BUMGT3108	Future of Business	<b>PR:</b> At least 240 credit points from program BH5 or BI5 or BK5 or BU5
	BUMKT3206	Marketing Research	<b>PR:</b> BUMKT2201 <b>EX:</b> BUMKT2603
		Elective Unit or Minor Unit	
		Elective Unit or Minor Unit	

### Additional Information

This course structure applies to students commencing from 2025. Students who commenced prior to 2025 should refer to the continuing enrolments page.

- No more than 10 introductory (level 1) courses to be completed.
- It is possible for students who have a VET qualification to seek credit for their qualification. Students entering the course with a VET Diploma (AQF Level 5) in a recognised Business field will be awarded up to 8 credits (33%) into the BI5. Students seeking credit for a Federation University TAFE VET Advanced Diploma (AQF Level 6) in the future will be awarded up to 12 credits (50%) into the BI5.
- No more than 7 general elective courses from other FedUni schools are to be completed.
- While students are encouraged to complete more, a minimum of five level three courses (3700 or 3500 range) are to be completed.

TEQSA have advised that, in accordance with B1.1.3 of [Higher Education Standards Framework \(Threshold Standards\) 2021](#) all Higher Education Providers are required to show their TEQSA Provider number and Provider Category on all relevant public material. ITS have ensured that our website and email signature templates have been amended to ensure compliance and have provided a knowledge article to assist you to update your signatures. Marketing are working to update the brand library and all social media accounts.

### Glossary

**Semester:** designated teaching period.

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

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

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