

Enrolment Program Structure

Program Code – BB5

Program Name – Bachelor of Business (Marketing)

Location – Berwick, Gippsland, Mt Helen, Online

Year 2019			
Semester 1	Course Code	Course Name	Pre-requisites
	BUGEN1525	Preparing for Professional Experience <i>(highly recommended elective)</i>	Nil
	BUACC1508	Principles of Accounting and Finance	Nil
	BULAW1502	Fundamentals of Law	Nil
	BUMGT1501	Management Principles	Nil
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT1501	Introduction to Marketing	Nil
	BUECO1509	Principles of Economics	Nil
	Elective	See available courses and electives list.	
	Elective		
Year 2020			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMKT2601	Servicing Marketing	BUMKT1501
	BUGEN2630	Principles of Responsible Business	Nil
	BUMGT2621	Business Communication	Nil
	BUMGT2602	Managerial Research Methods	Successful completion of at least 6 courses in the Program
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT2602	Consumer Behaviour	BUMKT1501
	BUMKT2604	Social Media Marketing	BUMKT1501
	Elective	See available courses and electives list.	
	Elective		

Year 2021			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMKT3705	International Marketing	BUMKT1501
	BUMKT3706	Product Management	BUMKT1501 plus successful completion of 4 intermediate courses from Business
	BUMGT3739	Creativity and Innovation	Nil
	Elective	See available courses and electives list.	
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501
	BUMKT3701	Marketing Communication	BUMKT1501
	Elective	See available courses and electives list.	
	WIL	Work Integrated Learning (WIL)	Varies depending on course - completion of at least 4 to 16 courses in the Program.
		For WIL course options - see page 2 of electives list.	

Additional Information

- No more than 10 introductory courses are to be completed.
- All courses have a value of 15 credit points, unless otherwise specified. Students must complete 360 credit points.
- No more than 4 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.
- This program structure applies to students commencing from 2019. Students who commenced prior to 2019 should contact the Undergraduate Administrator for appropriate checklist and program information.
- If you are unable to, or are having difficulties enrolling in *myStudentCentre*, please contact Student HQ on 1800 333 864 or email info@federation.edu.au for program administration information and assistance.

Glossary

Semester – designated teaching period

Co-requisite – a selection of courses that need to be completed at the same time

Pre-requisite – a course or courses that must be completed prior to undertaking another course

Major/Minor – the main subject area of study completed as part of a degree

Level (i.e. first, second, third) - introductory (1000), intermediate (2000), advanced (3000) level courses

ODL - Course offered online only