

Mid-year Enrolment Course Structure

Course Code – BU5. MKT

Course Name – Bachelor of Business (Marketing)

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

Semester 2			
	BUMGT3108	Future of Business	PR: At least 240 credit points from program BH5 or BI5 or BK5 or BU5
	BUMKT3206	Marketing Research	PR: BUMKT2201 EX: BUMKT2603
		Elective Unit or Minor Unit	
		Elective Unit or Minor Unit	
Third Year	Unit Code	Unit Name	Unit Rules
Semester 1			
	COOPB2011	Co-operative Placement 1 (Business)	PR: COOPB1001 & At least 7 BUACC, BUECO, BUMGT or BUMKT subject-area at any level EX: BUGEN3751, BUGEN3752, SCCOR3003
	COOPB2012	Co-operative Placement 2 (Business)	PR: COOPB1001 & At least 7 BUACC BUECO, BUMGT or BUMKT subject-area at any level

Additional Information

This course structure applies to mid-year entry students 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.