

Enrolment Program Structure

Mid-Year Intake

Program Code – BB5

Program Name – Bachelor of Business (Marketing)

Location – Gippsland, Mt Helen, Online

Year 2018			
Semester 2	Course Code	Course Name	Pre-requisites
	BUMKT1501	Introduction to Marketing	Nil
	BUECO1509	Principles of Economics	Nil
	BUMGT1501	Management Principles	Nil
	Elective	See available courses and electives list.	
Year 2019			
Semester 1	Course Code	Course Name	Pre-requisites
	BUGEN2630	Principles of Responsible Business	Nil
	BUMGT2621	Business Communication	Nil
	BUACC1508	Principles of Accounting and Finance	Nil
	BULAW1502	Fundamentals of Law	Nil
Semester 2			
	BUMKT2602	Consumer Behaviour	BUMKT1501
	BUMKT2604	Social Media Marketing	Nil
	Elective	See available courses and electives list.	
	Elective	Students may also undertake a Work Integrated Learning course of either 15 or 30 credit points.	
Year 2020			
Semester 1	Course Code	Course Name	Pre-requisites
	BUMKT2601	Servicing Marketing	BUMKT1501
	BUMGT2602	Managerial Research Methods	Successful completion of at least six courses in the program
	Elective	See available courses and electives list.	
	Elective	Students may also undertake a Work Integrated Learning course of either 15 or 30 credit points.	

Enrolment Program Structure

Mid-Year Intake

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 For WIL course options – see page 2 of electives list.	Completion of at least 16 courses in the program.

Year 2021

Semester 1	Course Code	Course Name	Pre-requisites
	BUMKT3705	International Marketing	Nil
	BUMKT3706	Product Management	BUMKT1501 plus successful completion of 4 third level Business courses
	BUMGT3739	Creativity and Innovation	Nil
	Elective	See available courses and 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 2018. Students who commenced prior to 2018 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