

# Enrolment Program Structure

**Program Code – BB5**

**Program Name – Bachelor of Business (Marketing)**

**Location – Gippsland, Mt Helen, Online**

Year 1 (eg 2018)			
Semester 1	Course Code	Course Name	Pre-requisites
	Elective	See available courses and electives list for Semester 1, 2018.	
	BUACC1508	Principles of Accounting and Finance	Nil
	BULAW1502	Fundamentals of Law	Nil
	BUMGT1501	Management Principles	Nil
Semester 2			
	BUMKT1501	Introduction to Marketing	Nil
	BUECO1509	Principles of Economics	Nil
	Elective	See available courses and electives list for Semester 1, 2018.	
	Elective		
Year 2 (eg 2019)			
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 six courses in the program
Semester 2			
	BUMKT2602	Consumer Behaviour	BUMKT1501
	BUMKT2604	Social Media Marketing	Nil
	Elective	See available courses and electives list for Semester 1, 2018.	
	Elective		

Year 3 (eg 2020)			
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 for Semester 1, 2018.	
Semester 2			
	BUMKT3702	Marketing Strategy and Analysis	BUMKT1501
	BUMKT3701	Marketing Communication	BUMKT1501
	Elective	See available courses and electives list for Semester 1, 2018.	
		Work Integrated Learning	Completion of at least 16 courses in the program.
		For WIL course options - see page 2 of electives list, Semester 1, 2018.	

## Additional Information

- No more than 10 introductory courses are to be completed.
- All courses have a value of 15 credit points, unless otherwise specified.
- 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](mailto: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